

**NOVEMBER/DECEMBER 2020**

**BEEN55A — JOURNALISM AND MASS  
COMMUNICATION**

Time : Three hours

Maximum : 75 marks

**SECTION A — (10 × 2 = 20 marks)**

Answer ALL questions.

1. What is communication?
2. What is mass communication?
3. What is journalism?
4. What is the first newspaper in India?
5. What is news?
6. What is the purpose of a headline?
7. What is feature?
8. What is a magazine?
9. What is Internet?
10. What is the advantage of the Internet?

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SECTION B — ( $5 \times 5 = 25$  marks)

Answer ALL questions.

11. (a) Write about the need for communication.

Or

- (b) What are the elements of communication?

12. (a) Discuss the role of the press.

Or

- (b) Discuss journalism as a career.

13. (a) Write a note on reporting the news.

Or

- (b) Discuss the importance of headlines in a newspaper.

14. (a) Briefly write about freelance journalist.

Or

- (b) Discuss the roles of chief reporter and other correspondents in a newspaper.

15. (a) Discuss radio as a medium of mass communication.

Or

- (b) Discuss TV as a medium of mass communication.

SECTION C — ( $3 \times 10 = 30$  marks)

Answer any THREE questions.

16. Explain the 7cs of communication.
  17. Enumerate the qualification of a successful journalist.
  18. Discuss the role of the sub editor.
  19. Account for the role of the news editor.
  20. Discuss the basics of writing for radio and TV.
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