

B. SC. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2018
(2015 Admission Regular)
SEMESTER VI - CORE (HOME SCIENCE)
HS6B12TB - MASS COMMUNICATION AND JOURNALISM

Time : Three Hours

Maximum Marks : 60

Part A**I. Answer all questions. Each question carries 1 marks**

1. Define group communication
2. What do you understand by "NEWS"?
3. What is editing?
4. What is meant by note card?
5. Define Photo journalism.

(5x1=5)

Part B**II. Answer any Five questions. Each question carries 2 marks**

6. What are the functions of mass media?
7. What are the advantages of print media?
8. Discuss the points to remember while making a radio script
9. Elaborate the principles used in newspaper writing.
10. Describe the layout of public speech
11. Understanding the audience is very important before giving a public speech. Why?
12. Define film journalism.
13. What is electronic journalism?

(5x2=10)

Part C**III. Answer any Five questions. Each question carries 5 marks**

14. Discuss the role of Group communication .
15. Differentiate Group and Mass media
16. Discuss the characteristic and use of print media.
17. Discuss the characteristic and use of electronic media.
18. What are the fundamentals of good writing?
19. What are the barriers in delivering public speech?
20. Discuss the steps for Planning Public speech.
21. What are different kinds of journalism?

(5x5=25)

Part D**IV. Answer any Two questions. Each question carries 10 marks**

22. Explain the advantages and limitations of mass media
23. What is the role of information technology in communication?
24. Write a public speech on women empowerment.
25. Elaborate the significance of electronic journalism in community.

(2x10=20)