

TB146590A

Reg. No.....

Name.....

B. Sc. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017

SEMESTER VI – HOME SCIENCE

HSC6MCJ - MASS COMMUNICATION AND JOURNALISM

Time: Three Hours

Maximum Marks: 60

PART A

I. Answer all questions. Each question carries 1 mark.

1. What are podcasts?
2. Define online journalism.
3. What is a blog?
4. Differentiate between a leaflet and a pamphlet.
5. What is photojournalism?
6. What is the main aim of a public speech?
7. Define Communication.
8. What is script writing?

(8x1=8)

PART B

II. Answer any six questions. Each question carries 2 marks.

9. Differentiate between inter personal and intra personal levels of communication with suitable examples.
10. Explain the fundamentals of a good writing.
11. What are the points to be pondered while planning and preparing for a public speech?
12. Justify the importance of video conferencing in today's context.
13. Write a note on the principles of journalism.
14. What are the techniques for preparing an effective advertisement?
15. Define advertising. Explain the role of public relations in advertising.
16. What are the characteristics and use of computer based technologies in modern communication?
17. Explain folk media.
18. Describe the elements of communication.

(6x2=12)

PART C

III. Answer any four questions. Each question carries 4 marks.

19. Briefly discuss on the various kinds of journalism.
20. Write a note on the various outdoor mass media, with reference to their individual merits and demerits.
21. What are the advantages and limitations of web journalism over print journalism?

22. Write a note on the importance of message boards.
23. Explain the principles of writing news article.
24. Explain the four levels of communication. **(4x4=16)**

PART D

IV. Answer any two questions. Each question carries 12 marks.

25. Define information technology. Explain the role and significance of information technology in the process of communication.
26. Explain the role of traditional medias in communicating with a group of rural people.
27. Write a note on the various modes of mass communication.
28. How will you differentiate the script writing for a television programme and that of a radio programme? **(2x12=24)**