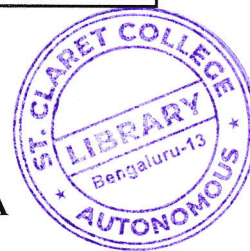


St. Clare College

Autonomous, Bengaluru

Roll No:

Date:



UG END SEMESTER EXAMINATION-DECEMBER 2024

JOURNALISM - I SEMESTER

JN 124: INTRODUCTION TO COMMUNICATION AND MEDIA

9

TIME: 3 hours

MAX. MARKS: 80

This paper contains TWO printed pages and FOUR parts.

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer the following questions by choosing the correct answer. Each answer carries ONE mark. [1x10=10]

1. The word "Communication" is derived from the Latin word "Communis" which means _____.
a) Common b) Communication c) Commun d) Communicate
2. In its easiest form, communication contains three parts, they are,
a) Lead, body and tail b) expression, interpretation and response.
c) Caption, outline and picture d) Headline, byline and banner
3. Inverted pyramid structure of news is also known as _____.
a) Non pyramid b) Inside pyramid c) Hard news d) soft news
4. What does nonverbal communication primarily involve?
a) Spoken words b) Written messages
c) Digital communication d) Transmitting messages without spoken words
5. Oral communication is _____.
a) Verbal communication. b) Nonverbal communication.
c) Visual communication d) Spoken communication.
6. The functions of communication are,
a) To give news b) To inform, entertain and persuade
c) To advertise d) all of the above
7. Shanon and Weaver proposed their model of communication in the year _____.
a) 1994 b) 1499 c) 1949 d) 1894
8. Aristotle's model of communication is _____ centric model.
a) Nonlinear b) Group c) Receiver d) Speaker

9. TV and Radio are clear examples of _____ media.
a) Electronic b) Communicate c) Folk d) Print
10. _____ Article in the Indian Constitution speaks about the freedom of speech and expression.
a) 18a b) 19a c) 19b d) 18b

PART-B _____.

Answer any FIVE questions. Each answer carries TWO marks.

[5x2=10]

11. What is press release?
12. Define Masthead with suitable examples?
13. Delineate the importance of voice modulation in public speaking.
14. Justify the importance of listening in public speaking.
15. Write any two drawbacks of Aristotle's model of communication.
16. Write a short note on digital convergence.
17. What is new media?

PART-C

Answer any FOUR questions. Each answer carries FIVE marks.

[4x5=20]

18. Evaluate the barriers of communication.
19. Compare and contrast the different levels of communication and explain their significance in effective message delivery.
20. Analyze the functions of the Mass Communication.
21. Explain David Berlo's model of communication.
22. Justify nonlinear communication with any suitable model.
23. List the important laws and regulations of media.

PART-D

Answer any FOUR questions. Each answer carries TEN marks.

[4x10=40]

24. Analyze the emerging trends in communication and their relevance in the fast growing technology era.
25. Differentiate between interpersonal and intrapersonal communication and describe their significance.
26. Evaluate the positives and negatives of Harold Lasswell's models of communication.
27. Define Shannon and Weaver's model of communication and explain its features.
28. Explain the nuances of media ownerships.
29. Justify media's influence on the society with the help of Agenda Setting Theory.
