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Code No. 14515

**FACULTY OF SOCIAL SCIENCES**  
B.A. I-Semester (CBCS) Examination, November / December 2019

Subject : Communication and Journalism

(DSC) Paper – I : Introduction to Communication and Journalism

Max. Marks: 80

Time : 3 Hours

**PART – A (5 x 4 = 20 Marks)**  
(Short Answer Type)

Note : Answer any FIVE of the following questions.

- 1 Non-verbal communication
- 2 Laswell formula
- 3 Publicity
- 4 Public opinion
- 5 Yellow journalism
- 6 Helical model of communication
- 7 Authoritarian theory
- 8 Paid news

**PART – B (5 x 12 = 60 Marks)**  
(Essay Answer Type)

Note: Answer ALL from the following questions.

- 9 (a) Define communication. Discuss its role in society.  
OR  
(b) Describe the process of mass communication.
- 10 (a) What is a communication model? Explain Shannon and Weaver model of communication.  
OR  
(b) Explain SMCR model of communication.
- 11 (a) What is propaganda? Describe the various devices of propaganda.  
OR  
(b) Explain uses and gratification theory.
- 12 (a) What is journalism? Discuss its role in democracy.  
OR  
(b) Discuss the role of journalism in social change.
- 13 (a) What is online journalism? Discuss its advantages and disadvantages.  
OR  
(b) Discuss the present trends in television journalism.

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