

ADITYA DEVULAPALLY

Code No. 10344/E

FACULTY OF ARTS

B.A. I – Year I - Semester Examination, December 2017

Subject : Journalism

Paper – I : Introduction to Communication and Journalism

Time: 3 Hours

Max. Marks: 80

Note : Answer any 5 questions from Part – A and all questions from Part - B

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

1. Intrapersonal communication
2. Communication model
3. Agenda setting
4. Public opinion
5. Online journalism
6. Yellow journalism
7. Propaganda
8. Mass communication

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

9. a) Explain the process of mass communication
OR
b) Explain various types of communication with examples.
10. a) Explain Osgood and Schramm model of communication.
OR
b) What is a 7 communication model? Explain any three models of communication.
11. a) Define Normative Media Theories. Explain any three normative media theories.
OR
b) Discuss in detail the Uses and Gratifications theory with examples.
12. a) Explain the role of journalism in a democracy.
OR
b) Explain the definition, scope and nature of journalism with examples.
13. a) Explain different kinds of journalism.
OR
b) Explain briefly Sports, Investigative and Development journalism with examples.
