

## SECTION – A

Answer any 8 questions from 1 to 9. Each carries 1 score.

(8 × 1 = 8)

- Flash mob performed in a bus stand is an example of
  - Intrapersonal communication
  - Interpersonal communication
  - Group communication
  - Public communication
- Name the first silent film in Malayalam.
- 'The warrior of Fourth Estate' is the biography of a famous newspaper publisher. Who is that newspaper publisher ?
- Which among the following is not a political newspaper in Malayalam ?
  - Chandrika
  - Veekshanam
  - Deshabhimani
  - Kerala Kaumudi
- How many members constitute the body of Press Council of India ?
  - 29
  - 28
  - 25
  - 30
- Who is a Stringer ?
- Who was the chairman of First Press Commission ?
- What is Morgue ?
- Expand DTP.

## SECTION – B

Answer any 6 questions from 10 to 17. Each carries 2 scores.

(6 × 2 = 12)

- Distinguish between formal and informal communication.
- State two functions of Registrar of Newspapers for India.

12. Name the newspapers started and edited by Vengayil Kunhiraman Nayanar and Chengulath Kunjirama Menon.
13. Write the mottos of All India Radio and Doordarshan.
14. What is Photo Cropping ?
15. State two objectives of Prasar Bharathi.
16. What is Media convergence ?
17. What is a summary lead ? Give an example.

#### SECTION - C

Answer any 4 questions from 18 to 22. Each carries 3 scores.

(4 × 3 = 12)

18. Write a short account of the contributions of Mohammad Abdul Rahiman Sahib to Malayalam Journalism.
19. Classify newspapers according to their size. Give examples.
20. Explain the role of newspaper ombudsman in a newspaper organisation.
21. Explain the historical significance of January 29, 1780.
22. Write the differences among the following interview types :
  - (a) Funnel interview
  - (b) Gang interview
  - (c) Shot gun interview

### SECTION – D

(4 × 4 = 16)

Answer any 4 questions from 23 to 27. Each carries 4 scores.

23. Arrange the following text in the headline patterns given below it :

RISHI SUNAK BECOMES UK's PM AFTER MEETING THE KING

- (a) Pyramid headline
  - (b) Inverted pyramid
  - (c) Banner headline
  - (d) Stepped headline
24. Discuss the advantages of new media over other forms of media.
25. Enlist the reasonable restrictions on freedom of speech and expression in the Indian Constitution.
26. Describe the editorial department of a newspaper organisation.
27. Explain Lasswell formula of communication with illustration.

### SECTION – E

Answer any 2 questions from 28 to 30. Each carries 6 scores.

(2 × 6 = 12)

28. "Communication attains different levels depending upon the persons involved." Elaborate.
29. Write an essay on the contributions of Mahatma Gandhi to Indian Journalism.
30. Explain the given general news sources, which reporters depend to collect news.
- (a) Beat
  - (b) Press conference
  - (c) Meet-the-Press