

UG END SEMESTER EXAMINATION-NOVEMBER 2025
JOURNALISM - I SEMESTER
JN 124: INTRODUCTION TO COMMUNICATION AND MEDIA

TIME: 3 hours

MAX. MARKS: 80

This paper contains TWO printed pages and FOUR parts.

Instructions:

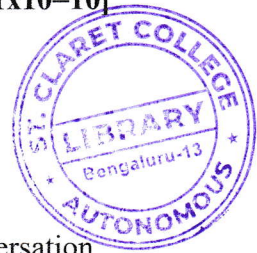
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer the following questions by choosing the correct answer. Each answer carries ONE mark.

[1x10=10]

1. Which of the following is NOT a type of non-verbal communication?
a) Body language b) Facial expressions c) Written letters d) Gestures
2. WhatsApp is a -----media
a) Micro-website b) Personalized messaging service
c) Form of social media d) Extension of personal messenger
3. What level of communication involves an individual engaging in a conversation with oneself?
a) Interpersonal communication b) Mass communication
c) Intrapersonal communication d) Group communication
4. Which skill is essential for effectively participating in a job interview?
a) Public speaking b) Listening skills c) Group discussion d) All of the above
5. Which of the following is a barrier to communication?
a) Feedback b) Noise c) Channel d) Message
6. Ethics in communication involves
a) Only using written communication
b) Ensuring transparency, honesty, and respect in all forms of communication
c) Avoiding the use of social media d) Using jargon and technical terms
7. What is the key function of communication in an organization?
a) To create confusion b) To establish norms
c) To generate revenue d) To facilitate the exchange of information
8. Which of the following is a modern trend in communication?
a) Morse code usage b) Digital transformation
c) Handwritten letters d) Pigeon messaging
9. What does the Agenda-Setting Theory in media suggest?
a) Media directly influences behavior
b) Media determines the importance of topics through coverage
c) Media shapes and cultivates public perceptions over time
d) Media serves primarily to entertain



10. Which of the following is a characteristic of social media?
a) Instant feedback b) Print form c) No user interaction d) Broadcast only

PART-B

Answer any FIVE questions. Each answer carries TWO marks. [2x5=10]

11. What is Aristotle's Model of Communication?
12. How do traditional and folk media differ from modern electronic media?
13. What is media convergence, and how does it affect news consumption?
14. What is gatekeeping in the context of editing?
15. What is unique about Osgood's Model of Communication?
16. What are the characteristics of the Networked Model of Communication?
17. How does intrapersonal differ from interpersonal communication?

PART-C

Answer any FOUR questions. Each answer carries FIVE marks. [4x5=20]

18. How does the Agenda-Setting Theory shape public opinion? Give an example.
19. What ethical issues do journalists face, and how are they addressed by media laws?
20. What are the key components of David Berlo's Model of Communication?
21. How does Shannon and Weaver's Model define communication?
22. How do linear models differ from non-linear models of communication?
23. How does the Digital Convergence Model impact communication?

PART-D

Answer any FOUR questions. Each answer carries TEN marks. [4x10=40]

24. Describe the nature and scope of communication.
25. How do social media platforms influence user behavior compared to traditional media? Elaborate your answer with the support of research evidence.
26. How is AI impacting new media and journalism?
27. What distinguishes mass communication from group communication? Explain the advantages and disadvantages of mass and group communication.
28. What are the differences between oral and written communication? Justify your answer with precise examples for each form of communication.
29. Analyze the strengths and weaknesses of different types of communication, providing examples of their effective use in various situations.
