

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

B.A. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - V

17UELCE5A01 & UEL/CE/5A01 - Introduction to Journalism and Mass Communication

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Trace the history of Radio Broadcasting in India.
2. Explain Fourth Estate.
3. What is defamation?
4. Distinguish between libel and slander.
5. List out the features of column writing.
6. What is the difference between In-depth news and feature stories?
7. What are the skills required to be a journalist?
8. What is the role of news agencies?

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. What is Mass Communication? Discuss its role and importance in society.
10. What is journalistic ethics? Briefly enumerate the code of ethics formulated by the Press Council of India.
11. What are the main elements of NEWS?
12. What are the Rights and Responsibilities of an Editor?
13. Explain with suitable examples how 'technological revolution' has increased the reach and influence of mass media.
