

QP Code: D 112633		Total Pages: 1	Name:
			Register No.
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024			
(CUFYUGP)			
JOU1MN103 Introduction to Mass Communication			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Define Intrapersonal Communication		
2	What is Decoding		
3	What id Cyber Words		
4	Alternative media		
5	Define News		
6	Readers Letter		
7	Interactive storytelling		
8	Beat		
9	Opp. Ed.		
10	Hyperlink		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Explain the importance of Feedback in communication		
12	Describe the characteristics of Mass Media.		
13	Explain the basic elements of communication		
14	Explain SEM		
15	Briefly describe the organizational structure of a newspaper		
16	Differences between storytelling and factual communication		
17	Purpose of storytelling in media.		
18	List out the qualities of a Sub Editor		
Section C			
Answer any ONE . Each Question carries 10 marks (1x10=10 Marks)			
19	Discuss on is digital media replace print media? Explain the suitable examples		
20	Describe the different types of Online Media Advertisements with example.		