

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2017

MCJ3E01 - Web Journalism

(2016 Admission onwards)

x. Time: 3 hours

Max. Weightage: 36

*Answer question 1 and four others***PART A**

Write short notes on any six of the following.

Each question carries 2 weightage :-

1. Vlog
2. Streaming
3. Hyperlink
4. Creative Commons
5. Facebook live
6. XML
7. Offline
8. Information Society

(6 x 2=12 Weightage)

PART B

Answer any four questions.

Each questions carries 6 weightage:

9. How does New Media democratize information dissemination?
10. Observe the scope and limits of web journalism in India?
11. Evaluate the importance of convergence as a technological boon.
12. Elucidate the retrieval capacity of web content and its benefit as a media platform.
13. Review an international news portal and a language news portal of your choice.
14. What are the steps and measures to be considered while preparing a web portal?
15. Discuss any one cyber crime case and comment on the strength of existing cyber law.
16. Define the role of a web page in creating an identity for any social institution.

(4 x 6=24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester MCJ Degree Examination, November 2017
MCJ3C11 - Development Communication
(2016 Admission onwards)

Time: 3 hours

Max. Weightage: 36

PART A

**Write short notes on any six of the following.
Each question carries 2 weightage**

1. Development Journalism.
2. ICT4D.
3. Human Resource Development.
4. Krishi Darshan.
5. SEWA.
6. Public sphere.
7. Digital Divide.
8. Everybody Loves a Good Drought.

(6 x 2=12 Weightage)

PART B

**Answer any four questions.
Each question carries 6 weightage:**

9. Elucidate the various social development policies introduced by government for empowering women in India and discuss the status of these policies in cementing gender sensitization.
10. Culture, Communication and Social change are interrelated .Comment and give examples to support your views.
11. Critically analyze the relevance of information democracy in the present context of technological determinism.
12. Folk media are flexible in accommodating new themes than any other medium.
Comment.
13. Write a detailed essay on the significance and scope of community development programmes in society.
14. Right to Privacy is intrinsic to the entire fundamental rights chapter of the Constitution. Comment your views.
15. Examine the significance of media as a catalyst for coverage of development news in rural India.
16. Discuss the relevance of Public Private Partnership in development process of India.

(4 x 6=24 Weightage)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester MCJ Degree Examination, November 2018
MCJ3C11 - Development Communication

Max. Time: 3 hours

Max. Weightage: 36

PART A

**Write short notes on any six of the following.
Each question carries 2 Weightage**

1. Participatory Communication.
2. GDP.
3. Srinivas R Melkote.
4. Human Rights.
5. NGOs.
6. Cyber Activism.
7. Intercultural Communication
8. E-governance.

(6 x 2=12 Weightage)

PART B

**Answer any four questions.
Each question carries 6 Weightage:**

9. Define the term Development campaign. Discuss examples of development campaigns that you have recently come across in any form of media.
10. Discuss the salient features of development support communication model.
11. Examine the status of development journalism in India.
12. Explain the role of traditional media in community empowerment.
13. Assess the role of new media in development of rural India. Critically comment on the reach and impact of recent digital programmes among rural masses.
14. Critically analyze the statement "Development to be meaningful, requires self sufficiency for all, before overabundance for some".
15. Comment briefly on the topic "The future of development communication research in India".
16. Right to Privacy is an integral part of Right to Life and Personal Liberty. Comment your views.

(4 x 6=24 Weightage)

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(Pages : 1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2017

MCJ3C12 - Radio, Television and Film Production

(2016 Admission onwards)

Time: 3 hours

Max. Weightage: 36

Answer question 1 and four others

PART A

Write short notes on any six of the following. Each question carries 2 weightage :-

1. High key and low key lighting
2. Shooting schedule
3. YouTube as video sharing platform
4. Final Cut Pro
5. Community radio
6. Radio news bulletin
7. Skills required for a radio jockey
8. Sound track

(6 x 2=12 Weightage)

PART B

Answer any four questions.

Each questions carries 6 weightage:

9. Discuss the *auteur* status of any film director of your choice
10. Critically examine the contemporary film genres in Malayalam cinema
11. Discuss in detail the steps involved in film production
12. What are the skills required for a successful radio journalists?
13. Explain the characteristics of good radio drama
14. Critically examine the prime time panel discussion on television channels in India
15. Establish the significance of lighting in enhancing aesthetic value of a film
16. Explain the functioning of community radios in India with special reference to their content development strategy, fund raising models and outreach activities.

(4 x 6=24 Weightage)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2018

MJLS3B11 - Development Communication

(2016 Admission onwards)

Time: 3 hours

Max. Weightage: 36

PART A

Write short notes on any six of the following.

Each question carries 2 Weightage

1. Participatory Communication.
2. GDP.
3. Srinivas R Melkote.
4. Human Rights.
5. NGOs.
6. Cyber Activism.
7. Intercultural Communication
8. E-governance.

(6 x 2=12 Weightage)

PART B

Answer any four questions.

Each question carries 6 Weightage:

9. Define the term Development campaign. Discuss examples of development campaigns that you have recently come across in any form of media.
10. Discuss the salient features of development support communication model.
11. Examine the status of development journalism in India.
12. Explain the role of traditional media in community empowerment.
13. Assess the role of new media in development of rural India. Critically comment on the reach and impact of recent digital programmes among rural masses.
14. Critically analyze the statement "Development to be meaningful, requires self sufficiency for all, before overabundance for some".
15. Comment briefly on the topic "The future of development communication research in India".
16. Right to Privacy is an integral part of Right to Life and Personal Liberty. Comment your views.

(4 x 6=24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester MCJ Degree Examination, November 2017
MCJ3C13 - Communication Research
(2016 Admission onwards)

Time: 3 hours

Max. Weightage: 36

Answer question 1 and four others

PART A

**Write short notes on any six of the following.
Each question carries 2 weightage :-**

1. Participatory Observation
2. Research Journal
3. Population
4. Dependant Variable
5. Research hypothesis
6. Google Scholar
7. Focus groups
8. Probability

(6 x 2=12 Weightage)

PART B

**Answer any four questions.
Each questions carries 6 weightage:**

9. Discuss the Nature and scope of communication research. What are the problems of objectivity in media research?
10. Research is a cyclical process-Discuss the various steps involved in academic research.
11. What is a literature review? Explain why it is important while doing a communication research.
12. What are the different types of sampling? Elucidate with examples.
13. What are the important things to be noted while writing a research report?.
14. Describe the various steps involved in doing a survey research. Also list how you will create a questionnaire.
15. Write an essay on research in advertising.
16. What is a research design? Also list the factors which increase the validity and reliability of a research.

(4 x 6=24 Weightage)