

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism &amp; Mass Communication Degree Examination, November 2021

## MJS3C11 – Development Communication

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

**Part A****Write short notes on any four of the following. Each question carries 2 weightage.**

1. Purchasing Power Parity
2. Kheda
3. Women Empowerment
4. Malthus model of development
5. Status of employment in India
6. Artificial Intelligence in communication
7. National Income

**(2x4=8 Weightage)****Part B****Write short essay on any four of the following. Each question carries 3 weightage.**

8. Write the significance of development communication nowadays.
9. Describe Akshaya Project in Kerala.
10. Detail Marxian views on development.
11. Write the scope and significance of the concept 'Digital India.'
12. 'Political Vision and development go hand-in-hand'. Explain.
13. Critically evaluate the development communication policy of India.
14. Explain the role played by Social media platforms in generating environmental awareness.

**(3x4=12 Weightage)****Part C****Write essay on any two of the following. Each question carries 5 weightage.**

15. Define development. What are the major challenges faced by a developing economy?
16. Express your views on 'Covid-19 pandemic and Kerala Model of development'
17. Detail the concept of Sustainable development
18. Evaluate the role played by Information and Communication technology in the development of Indian economy.

**(5x2=10 Weightage)**

2M3N21319

(Pages : 1)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination, November 2021

**MJS3E1(1) – Web Journalism**

(2019 Admission onwards)

Time:3 hours

Max. Weightage : 30

**Part A**

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

1. XML
2. Info graphics
3. Web Navigation
4. Open Source Software
5. The Quint
6. Home page

(4x2=8 Weightage)

**Part B**

**Write short essay on any four of the following. Each question carries 3 weightage.**

7. Write a short note on E books.
8. What is the scope of online journalism?
9. Write a note on new trends in Cyber Reporting.
10. Discuss on the available measures to prevent Cybercrime.
11. Write a note on Media Convergence.
12. Identify and give features of any four web search engines.

(4x3=12 Weightage)

**Part C**

**Write essay on any two of the following. Each question carries 5 weightage.**

13. Online journalism is changing the future of print and broadcast media. Discuss
14. New media and web journalism have led to the evolvement of citizen journalism: justify the statement by highlighting the features, challenges, types and usefulness of citizen journalism.
15. Explain the challenges to be faced by an online journalist.
16. Discuss the advantages and disadvantages of online journalism.

(2x5=10 Weightage)

2M3N21322

(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination, November 2021

**MJS3C13– Communication Research**

(2019 Admission onwards)

Time:3 hours

Max. Weightage : 30

**Part A**

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

1. Qualitative research
2. SPSS
3. APA
4. Longitudinal research
5. Triangulation
6. Null hypothesis
7. Pilot study

**(4x2=8 Weightage)**

**Write short essay on any four of the following. Each question carries 3 weightage.**

8. What do you mean by scaling, Explain the types of scaling
9. What is a variable? Discuss the various types of a variable
10. Critically analyze the methodological inputs of content analysis
11. Differentiate between Research design, Research methodology, research method and research tool
12. What is a hypothesis and what function does it serve in a research study?
13. What functions does the literature review perform in media research?
14. Briefly outline the relevance of validity and reliability in research

**(4x3=12 Weightage)**

**Write essay on any two of the following. Each question carries 5 weightage.**

15. Do you consider mixed/multiple methods approach as a third paradigm of research?,  
Comment
16. What specific practices in a research study considered as unethical? Critically  
examine such practices
17. Discuss the significance of sampling in communication research and mention  
different types of sampling and its implications
18. Describe the role and significance of various research methods in Qualitative  
methodology

**(5x2=10 Weightage)**

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**Third Semester MA Journalism & Mass Communication Degree Examination,  
November 2021****MJS3C12 – Radio, Television and Film Production**

(2019 Admission onwards)

Time:3 hours

Max. Weightage : 30

**Part A****Write short notes on any four of the following. Each question carries 2 weightage.**

1. Short films
2. Asianet
3. Middle Cinema
4. FCP
5. Condenser Microphone
6. Kim Ki-duk
7. FM Radio

**(2x4=8 Weightage)****PART B****Write short essay on any four of the following. Each question carries 3 weightage.**

8. The role of Film society movement in developing cinema culture among Indians.
9. SITE project.
10. Elucidate the importance of advertisements in media industry.
11. Differentiate FM and AM Bands.
12. Basic Functions of a video editing software.
13. Comment on the daily Primetime debates in various Malayalam T.V news channels.
14. Critically analyze the visual language of “Jallikkattu” by Lijo Jose Pellissery.

**(3x4=12 Weightage)****PART C****Write essay on any two of the following. Each question carries 5 weightage.**

15. Analyze the importance of visual editing aesthetics with the help of an example.
16. Trace the growth of Indian television Industry after the 1991 Economic Reforms.
17. Compare film experience via OTT Platforms and Theatres.
18. Explain Three-point lighting setup for an indoor visual production along with a diagram.

**(5x2=10 Weightage)**