

1M1N21086

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Degree Examination, November 2021

MJS1C01 – Introduction to mass communication

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

I. Write short notes on any four of the following. Each question carries two weightages

1. Gate keeping
2. Diffusion of Innovation
3. Stereotyping
4. Public Opinion
5. Congruity Theory
6. Mass Communication
7. Multi-step flow of communication

(4 x 2 = 8 weightage)

II. Write Short note on any four of the following. Each question carries 3 weightages

8. According to Wilbur Schramm “ technology is a value free asset”. Comment on it.
9. How does mass media affect our perception of reality?
10. What function does mass media perform in an individual’s life in society?
11. Explain Agenda Setting theory of mass media in Indian media perspective.
12. What is interpersonal communication? Compare the message and audience characteristics of interpersonal communication with mass communication.
13. Explain the role of opinion leaders in two step flow model. Give appropriate examples for both answers.
14. What are the effects of artificial intelligence implemented on social media portals.
15. What is mass society? Does it reflect mass culture? Explain.

(4 x 3 = 12 weightage)

III. Write long essays on any two of the following. Each question carries 5 weightages

16. What is Normative Theory of mass communication?. Discuss one of the popular normative theories. Compare it with Functional Theory of mass media.
17. What is the importance of models in communication? Briefly describe the Shannon and Weaver's model.
18. Do you think technology largely influences media content? Establish your view with special reference to Reality Shows.
19. Explain media effect both in short term and long term perspectives. Explain 'Users and Gratifications' model in this context.

(2 x 5 = 10 weightage)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester MA Degree Examination, November 2021
MJS1C02 – Reporting News
(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

I. Write short notes on any four of the following. Each question carries 2 weightages.

1. Investigative Journalism
2. 'Big Four' News Agencies
3. Hard News
4. Media Syndicate
5. Defamation
6. Hour Glass Structure
7. Roundups

(4x2=8 Weightage)

II. Write short essay on any four of the following. Each question carries 3 weightages.

8. Explain the basic principles of writing features.
9. Discuss the significance of Media Convergence.
10. Differentiate between Advocacy Journalism and Precision Journalism
11. Enumerate the importance of freelance Journalism and Paid News
12. Explain different types of Leads with suitable examples
13. Write a note on Developmental Journalism and its impact in Indian society.
14. What is Specialized Reporting? Explain with examples.

(4x3=12 Weightage)

III. Write long essays on any two of the following. Each question carries 5 weightages.

15. Explain the ethical considerations to be followed while writing news.
16. Narrate on the different types of Features and types of news stories generally found in newspapers.
17. Discuss the government, non-government and other sources of news.
18. Evaluate the impact of Social media on Indian Youth and cyber bullying.

(2x5=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Degree Examination, November 2021

MJS1C03 – Editing News

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

I. Write short notes on any four of the following. Each question carries 2 weightages

1. Copy fitting
2. Bleed
3. Modifier
4. Hypertext
5. Split infinitives
6. Passive voice
7. Double negative expressions

(4 x 2 = 8 weightage)**II. Write Short note on any four of the following. Each question carries 3 weightages**

8. Explain the various principles of editing.
9. Explain the need to identify the sources in a news story and the methods of attributing them.
10. Discuss the importance of editorials and the editorial policy of the newspaper.
11. Elaborate on the current trends in printing technology.
12. “An editor doesn't just read, he reads well, and reading well is a creative, powerful act”. Do you agree? Why?
13. Explain the necessity of non-textual content in newspapers and magazines.
14. Elaborate on the layout trends in newspaper design.

(4 x 3 = 12 weightage)**III. Write long essays on any two of the following. Each question carries 5 weightages**

15. “Headlines, in a way, are what mislead you because bad news is a headline, and gradual improvement is not”. Do you agree with this statement? Why?
16. What are the techniques that could be adopted by newspapers and magazines in this era of media convergence? Elaborate.
17. Briefly explain design principles and elements in the context of newspaper design.
18. Briefly explain the structure and organisational pattern in the editorial section of a newspaper.

(2 x 5 = 10 weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Degree Examination, November 2021

MJS1C04 – Media History

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

I. Write short notes on any four of the following. Each question carries 2 weightages

1. Sambad Kaumudi
2. TAM Rating
3. Open Sky Policy
4. Ham Radio
5. Serampore Mission Press
6. SITE
7. Prasar Bharati

(4 x 2 = 8 weightage)**II. Write Short note on any four of the following. Each question carries 3 weightages**

8. Elaborate on how Swadeshabhimani Ramakrishna Pillai and Raja Ram Mohan Roy used journalism to fight for their ideals.
9. Write about Community Radio and its role in community development.
10. Describe the process of film certification in India.
11. Elucidate the new trends in Malayalam films. Also explain how the production and consumption patterns have changed with the arrival of digital movies?
12. Briefly explain how the proliferation of cheap digital devices have aided in the increased penetration of social media.
13. In this globalized and corporatized times, the traditional values of media is facing erosion. Illuminate.
14. Illustrate the current trends in television news and online news portals in India. Also comment on the strategies of sensationalism followed by both these kinds of media.

(4 x 3 = 12 weightage)

III. Write long essays on any two of the following. Each question carries 5 weightages

15. Explain how the Indian press has played a significant role in Indian freedom struggle.
16. Elaborate on the contributions of any three veteran journalists in the history of print media in Kerala.
17. The introduction of private FM Channels in the state has led to an increase in audience appeal for radio in recent times. Do you agree? Why?
18. Elaborate on the changes in news reporting and presentation with the introduction of private news channels in India.

(2 x 5 = 10 weightage)

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First Semester MA Degree Examination, November 2021

MJS1C05 – Communication Laws & Ethics

(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

I. Write short notes on any four of the following. Each question carries 2 weightages.

1. Cable network TV act
2. Slander
3. PRB act
4. Code of ethics
5. Fair comment
6. Copy right
7. Free software movement

(4x2=8 Weightage)

II. Write short essay on any four of the following. Each question carries 3 weightages.

8. Criminal defamation
9. Indian Penal code
10. Working Journalists Act
11. Intellectual Property Rights.
12. Right to Information
13. Child rights
14. Film certification rules

(4x3=12 Weightage)

III. Write long essays on any two of the following. Each question carries 5 weightages.

15. Discuss the role, responsibilities and organizational structure of Press Council of India and enlist the major codes of conduct it has issued for Journalists.
16. Critically assess the controversy related to the 66A section of the Information Technology act, 2008.
17. Explain the scope of freedom of speech and expression in India, under Article 19 (1) (a) of the constitution
18. Elaborate the grounds of reasonable restrictions that can be imposed on freedom of press. Comment on their justifiability.

(2x5=10 Weightage)