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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination, April 2023

MJS2C06 – Media, Culture and Society

(2022 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. Simone de Beauvoir
2. The medium is the message
3. Simulacra
4. Inter sectionality
5. Alternative Media
6. Cultural Autonomy
7. Big Data

(2X4= 8 Weightage)

PART B

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

8. Discuss how marginalization occurs at various levels in the society.
9. Media is a successful carrier of Dominant ideologies. Elaborate.
10. The media within an Althusserian framework operate predominantly through ideology.
Comment.
11. Data-driven journalism is the way of the future. Do you agree? Substantiate your view.
12. What do you mean by cyber security and data privacy?
13. Write short note on Frankfurt School of Thought.
14. Discuss on the general principles of Leavisism.

(3X4=12 Weightage)

PART C

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

15. What is popular culture? How has it developed over time? How does popular culture shape the ways we think, feel and act in the world?
16. What are the social implications of different media representations of groups of people?
17. 'Western ownership control of both news media and their distribution channels constitute a form of cultural dominance whose covert goal was capitalist economic expansion'.
Elaborate the statement.
18. Digital activism has proved to be a powerful means of grassroots political mobilization and provides new ways to engage issues. How?

(2X5=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination, April
2023

MJS2C07 – Advertising and Marketing Communication

(2022 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. Advertising agency
2. Logo
3. AIDA
4. Direct marketing
5. PSA
6. Market Positioning
7. Marketing Mix

(2x4=8 Weightage)

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

8. What do you understand by Economic liberalization and its impact on Indian Advertising?
9. Prepare a case study on a successful Market Repositioning on your on choice.
10. What is Rural Marketing? Importance and challenges of rural marketing.
11. Define Advertising and trace its historical development.
12. Explain the Consumer learning Theory
13. Discuss the importance of illustrations in a print advertisement.
14. Write a short note on Integrated Marketing Communication

(3x4=12 Weightage)

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

15. Discuss the organizational structure of an advertising agency. Explain the different services provided by advertising agencies.
16. How do companies identify and target their desired customer segments? Explain
17. Discuss the importance of slogan in an advertisement copy. What are the points one should remember while writing slogan? Mention two recent slogans you liked most with reasons.
18. What are the advantages and disadvantages of using different media for an advertising campaign?

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination,

April 2023

MJS2C08 – Radio and Television Production

(2022 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. Radio Scripting
2. Outdoor Reporting
3. Teaser
4. Morgue
5. News packaging
6. Audacity
7. News agencies

(2x4=8 Weightage)

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

8. What are the differences between production of news bulletin for Radio and TV
9. Write a short note on Multimedia production software.
10. Describe the importance of pre production. Explain.
11. Explain the functions and importance of Code of ethics
12. Discuss the preparation and language of radio commentary in new era.
13. Critically evaluate the reality shows telecast on Malayalam channels
14. Explain the qualities of news caster

(3x4=12 Weightage)

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

15. Explain the need and importance of Television scripting
16. Explain the following : PCR, MCR, OBV
17. Discuss the scope of radio in the 21st century. Also write on the challenges faced by present day broadcasters.
18. Illustrate the importance of research in the process of developing a documentary.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination,
April 2023

MJS2C09 – Development Communication

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

I. Short Questions

1. UNDP
2. IRDP
3. Social Marketing
4. GAD Approach
5. KHEDA
6. Human Development Index
7. Urbanization

(4x2=8 weightage)

II. Short Essays

8. Explain Gandhian Model of development
9. Narrate features of Kerala Model of Communication
10. Explain Salient features of SITE.
11. Explain how gender Inequality in a society influence its Development
12. Give an Overview of Traditional Media and its implications in Development.
13. What are the main features of Malthusian theory?
14. Explain Sustainable Development

(4x3=12 weightage)

III. Essays

15. Compare and Contrast Development Models of Gandhi and Marx
16. Narrate the history of Development Communication in India
17. What is the role of development support communication in education?
18. List out Characteristics of Developing Countries.

(2x5=10 weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**Second Semester MA Journalism & Mass Communication Degree Examination,
April 2023**

**MJS2C10 – Global Communication
(2022 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. NWICO
2. North South Round Flow model of News
3. Cultural Imperialism
4. Transnational Media
5. Nielsen Holdings
6. Keith Rupert Murdoch
7. FDI in News Media

(2x4=8 Weightage)

Part B

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

8. Write a note on historical account Global Communication
9. Narrate on the Big Four News agencies
10. Discuss the theoretical perspectives on Media Dependency
11. Explain the growth and integration of Global Media Corporations in the 21st century
12. Analyse the impact of Vertical and Horizontal Integration in media marketplace
13. Evaluate the impact of global presence of Indian Films
14. "Globalisation has impacted tremendously on Media Market": Justify the argument

(3x4=12 Weightage)

Part C

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

15. Discuss the different models of International Flow of Information,
16. Media and cultural production and distribution have shifted significantly with the rise of digital giants: Comment
17. Analyse the influence of global media on society and explore some of the key characteristics and consequences of media imperialism
18. Summarise the regulatory framework for the communications sector and foreign ownership restrictions to communication services in India