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(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism &amp; Mass Communication Degree Examination, April 2024

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. Multiculturalism
2. Ferdinand de Saussure
3. Data Journalism
4. Exclusion
5. Digital surveillance
6. Stereotyping
7. Marshal McLuhan

**(4 x 2 = 8 weightage)****PART B****Write short notes on any four of the following. Each question carries 3 weightage.**

8. Briefly explain the key principles of Leavisism.
9. Summarize Roland Barthes' contributions to cultural theory, particularly in the context of semiotics.
10. How does the process of othering contribute to the marginalization of certain groups in media?
11. Differentiate between high culture and low culture, providing a brief example for each.
12. Explain the concept of information society.
13. Explain the concept of cyber feminism and how it addresses gender issues in the digital realm.
14. Briefly discuss the significance of games and gaming cultures in the context of digital media.

**(4 x 3 = 12 weightage)**

### **PART C**

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

15. Examine how new media and digital activism have transformed the landscape of social movements, using examples for illustration
16. Explore how media can contribute to the marginalization and exclusion of certain identity groups, addressing the consequences for societal inclusion
17. Compare and contrast Michael Foucault's and Edward Said's perspectives on discourse and power. How do they analyze the role of discourse in shaping societal structures?
18. Compare and contrast the reflective, intentional, and constructionist approaches to representation theories.

**(2 x 5 = 10 weightage)**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism &amp; Mass Communication Degree Examination, April 2024

## 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. Marketing communication
2. Illustrations
3. Hierarchy of Effective Models
4. Digital Marketing
5. Advertising agency
6. ASCI
7. IMC

(2x4=8 Weightage)

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

8. Explain the scope of marketing in the global scenario.
9. Discuss the concept and importance of Integrated Marketing Communication.
10. Discuss the importance and challenges of rural marketing.
11. Explain the DAGMAR theory in advertising.
12. Discuss the importance of headline, slogan, body copy, illustrations, logo.
13. Discuss Media Mix and its importance in advertising.
14. Explain the fundamentals of layout in advertising.

(3x4=12 Weightage)

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

15. Discuss the origins and early forms of advertising
16. Explore different kinds of advertising.
17. Select and discuss a successful advertising campaign in India of your choice.
18. Describe the different appeals used in advertising.

(5x2=10 Weightage)



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Second Semester MA Journalism &amp; Mass Communication Degree Examination, April 2024

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. Morgue
2. FCP
3. Teaser
4. Podcasting
5. Soap Operas
6. OBV
7. Newscaster

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

8. Explain the concept of staged events and planned events in journalism.
9. Explore the role of data and info graphics in television reporting.
10. Explain the role of multimedia production software in broadcast media editing.
11. Discuss the different types of microphones?
12. Differentiate between Indoor and Outdoor Reporting for television.
13. Explain the basics of Radio Scripting and its importance.
14. Define Broadcasting, Telecasting, Narrowcasting, Podcasting, and Webcasting.

**(3x4=12 Weightage)**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

## Second Semester MA Journalism &amp; Mass Communication Degree Examination, April 2024

## MJS2C09 - Development 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 weightages.**

1. Alternative Paradigm
2. Folk Media
3. GNP
4. Ricardo's Model
5. Cultural Barriers
6. Literacy Rate
7. KHEDA

(4 x 2=8 Weightage)

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

8. How can you assess the value of Indicators of Development?
9. Enlist the characteristics of Developing Countries.
10. Discuss the Socio-economic barriers in Development Communication.
11. What are the drawbacks of social marketing approach?
12. Elaborate the elements of Roger's Diffusion of Innovation model.
13. Elaborate on the role played by radio and TV in the development of our county.
14. Discuss the limitations of dominant paradigm.

(4x3 =12 Weightage)

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

15. Discuss the effectiveness of Panjayath Raj and Rural development initiatives in India
16. 'Gender empowerment will lead to the country's sustainable development'. Comment
17. Explain the Contributions of Development Communication policies in India.
18. Critically analyze the Kerala Model of Development and its implications.

(2x5=10 Weightage)



## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

## Second Semester MA Journalism &amp; Mass Communication Degree Examination, April 2024

## 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. Reuters
2. Hamid Mowlana
3. Trans-localization
4. Horizontal media ownership pattern
5. Global rating agencies
6. Walt Disney
7. Media globalisation

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

8. Briefly describe the history of global communication.
9. Examine the structure of global media.
10. How does multinational media ownership contribute to international media dependency?
11. Explain, with examples, the role of tech companies in global communication.
12. Understanding local sentiments is crucial in global advertising. Substantiate with suitable examples.
13. Evaluate the impact of FDI on Indian media landscape.
14. Explore the influence and reception of Hollywood in India and its cultural implications.

**(3x4=12 Weightage)**

### **PART C**

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

15. Explore different models that illustrate disparities in the international flow of information.
16. Discuss the contemporary trends in Indian Media.
17. Discuss the origin and growth of any three global media corporations of your choice and analyse their present status.
18. Discuss the way in which globalisation leads to cultural imperialism.

**(5x2=10 Weightage)**