

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

## First Semester Mass Communication &amp; Journalism Degree Examination, November 2024

## MJS1C01 – Introduction to Mass Communication

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

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

1. SMCR model of communication
2. Mass Society
3. Stereotyping
4. Mediated Reality
5. Feedback
6. Media Convergence
7. Fritz Heider

(2x4=8 Weightage)

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

8. Discuss the main assumptions of uses and gratification theory.
9. Analyze how different communication models address feedback and noise in the communication process.
10. Explore Habermas's concept of the public sphere and its implications for mass communication.
11. Analyze the concept of media as a cultural institution and its influence on societal values and norms.
12. Evaluate Rogers' Theory of Diffusion of Innovation in the context of media technology adoption.
13. Discuss how Barnlund's transactional model addresses the dynamic nature of communication.
14. Explore how Balance Theory and Congruity Theory contribute to understanding media influence and audience reactions

(3x4=12 Weightage)

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

15. Critically assess normative theories of the press and their influence on media practices and regulations.
16. Analyze how media framing and agenda setting contribute to the formation of public opinion.
17. Critically assess the different models of mass communication -Westley-Mclean, Shramm, Riley and Riley, Matetzke- and their relevance to contemporary media systems.
18. Explore the relationship between media and social differentiation according to various mass society theories. How do these theories explain the role of media in reinforcing or challenging social hierarchies?

**(5x2=10 Weightage)**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**First Semester Mass Communication & Journalism Degree Examination, November 2024****MJS1C02 – Reporting News**

(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. Malinformation
2. Off-the-record and On-the-Record
3. Plagiarism
4. Beat
5. Multicultural Reporting
6. Defamation
7. News syndication

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

8. Analyse how different types of leads can set the tone for a news story, impacting how readers perceive the content.
9. With the help of examples state how social media can act as a source of news.
10. Analyse the advantages and limitations of relying on news agency copies.
11. Explain how crowdsourcing can be a useful source of news for journalists.
12. Describe how focusing on a specific beat enables journalists to build expertise and establish trustworthy sources.
13. Discuss how using inclusive language helps to avoid stereotypes and promotes more accurate and respectful portrayals of various communities.
14. Explain the importance of fact verification in journalism, especially in the digital age.

**(3x4=12 Weightage)**



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

15. Discuss the key features of the narrative/chronological, inverted pyramid and hourglass styles of news writing, by comparing their advantages and limitations in print and online media.
16. Explore the potential of AI to automate certain aspects of news reporting. Discuss the ethical implications and challenges of using AI in journalism.
17. Comment on the unique considerations and challenges involved in writing headlines for both print and digital platforms.
18. Discuss the significance of developmental reporting in fields such as health, science, and environment.

**(5x2=10 Weightage)**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

## First Semester Mass Communication &amp; Journalism Degree Examination, November 2024

## MJS1C03 – Editing News

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

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

1. Convergence
2. Wire copy
3. Modifier
4. Jargon
5. Infographics
6. Stylebook
7. Op. Edit page

(2x4=8 Weightage)

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

8. Types of editorial can determine the editorial policy of a newspaper. Elaborate.
9. What is a follow-up story? Give a recent example.
10. Captions are considered to be the heart and soul of news photographs – How?
11. Do you consider inverted pyramid is a relevant model of news narration of new age? Substantiate.
12. Click baits are common in online news portal. Is it ethical? Share your thoughts
13. Headline not only tells the story but sells the story also. Justify
14. What are the functions of a 'Lead' in a story

(3x4=12 Weightage)

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

15. Define editorial. Write down the significance and characteristics of editorial.
16. Online media can provide personalised news than any other traditional media. Discuss.
17. Elaborate the current trends in Journalistic writing stressing the importance of parts of speech.
18. What is a headline in newspaper? Explain various types with examples.

(5x2=10 Weightage)

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

## First Semester Mass Communication &amp; Journalism Degree Examination, November 2024

## MJS1C04 – Media History

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

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

1. Reuters
2. OTT
3. Ham Radio
4. Bengal Gazette
5. Serampore Missionaries
6. WCC
7. Harijan

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

8. How has the emergence of online news portals affected traditional journalism in India?
9. Name two Indian news agencies and describe their role in news dissemination.
10. What were the major recommendations of the Chanda Committee for Indian broadcasting?
11. What were the key recommendations of the Second Press Commission ?
12. Examine the growth of Doordarshan from a state-controlled broadcaster to its role in contemporary digital India. What challenges did it face with the advent of private TV channels?
13. What is the significance of Film Certification in India? Analyze its evolution and its role in shaping Indian cinema
14. Explain the significance of Swadeshabhimani Ramakrishna Pillai in the Malayalam press

**(3x4=12 Weightage)**



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

15. Discuss the role of Malayalam newspapers in promoting nationalism during the colonial period.
16. Evaluate the role of the press in post-independence India, with particular emphasis on the Emergency period and its aftermath.
17. Examine the growth and challenges of community radio in India. How does it serve the interests of local communities and marginalized groups?
18. Discuss the evolution and influence of digital news portals in India. How have platforms like The Wire, Scroll, and The Quint challenged the traditional press?

**(5x2=10 Weightage)**

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester Mass Communication &amp; Journalism Degree Examination, November 2024

## MJS1C05 – Communication Laws &amp; Ethics

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

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

1. Working Journalists Act ,1955
2. Data breach
3. Investigative Reporting
4. Slander
5. Right to Privacy
6. Statute
7. Preamble of Indian Constitution

(2x4=8 Weightage)

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

8. Creative Commons have developed a new platform for upcoming creators to go ahead with confidence.Do you agree?
9. Elaborate any two case studies on libel or slander
10. Obscenity and Vulgarly cannot be judged with a common law. it might vary from country to country. Discuss
11. Discuss the major data leakages of the century
12. Write a note on Official Secrets Act
13. Discuss the advantages and disadvantages of Sting operation
14. Write a note on Constitution of India

(3x4=12 Weightage)

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

15. Justice Hema Committee Report will help to succeed the heroic struggle of Women in Malayalam Cinema.Discuss
16. Enumerate the codes and ethics of Doordarshan and All India Radio
17. India's press freedom has rapidly declined in recent years. Discuss
18. Discuss the privileges of Parliament and legal aspects of Parliamentary reporting

(5x2=10 Weightage)