

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**First Semester MA Journalism & Mass Communication Degree Examination,
November 2023**

**MJS1C01 – Introduction to Mass 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 Elements of communication
- 2 Frank Dance's communication model
- 3 Digital Media
- 4 Stimulus Response Theory
- 5 Persuasion
- 6 Agenda setting
- 7 Spiral of silence

(2x4=8 Weightage)**Part B**

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

- 8 Emphasize the importance of two-step flow theory.
- 9 State how gate keeping is exercised in the media. Specify the areas where it is applied.
- 10 Discuss media dependency theory and its relevance today.
- 11 Explain the theories; Social Learning and Individual Difference
- 12 Explain how public opinion is formed.
- 13 Elaborate George Gerbner's theory of media effect.
- 14 What are the functions of Mass media?

(3x4=12 Weightage)**Part C**

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

- 15 Explain Cultivation theory with contemporary example.
- 16 Elaborate on the gender stereotyping in television programmes.
- 17 Discuss the role of Propaganda in modern societies.
18. Explain the Normative Theories of media

(5x2=10 Weightage)

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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. Hard and soft Stories
2. Libel
3. P. Sainath
4. Wire Copies
5. On the scene -coverage
6. Positive Reporting
7. Precision Journalism

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

8. Compare between Inverted Pyramid Structure and Hour glass
9. Explain Defamation
10. Narrate on Multicultural Reporting
11. Write a note on News Bureau Management
12. Analyze the importance of Specialized Reporting
13. Discuss the scope of Freelancing
14. Discuss the different types of Interview Techniques

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

15. Write a note on the importance of Fact Verification in the post-truth era
16. Discuss the importance of Leads and discuss the different types of Leads
17. Narrate on the different types of Features
18. Analyze the scope of social media as a News source

(5x2=10 Weightage)

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(Pages : 1)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

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MJS1C03 – Editing 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. Wire copy
2. Style book
3. Bleed
4. Typography
5. Layout
6. Photojournalism
7. QR code

(2x4=8 Weightage)

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

8. What is photo editing? What are its principles?
9. What are the major classification of fonts in typography?
10. Elaborate on need and purpose of editing.
11. Explain the duties and responsibilities of editorial staff of a newspaper.
12. What are the points to be kept in mind before editing a news story?
13. What is Editorial? Why is it important?
14. Explain convergence. What is its impact on editing?

(3x4=12 Weightage)

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

15. How is editorial section structured in a newspaper organization?
16. What are various types of headlines? Explain with examples.
17. What are data visualization techniques? Explain.
18. Explain with examples various elements of newspaper design.

(5x2=10 Weightage)

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First Semester MA Journalism & Mass Communication Degree Examination,

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MJS1C04 – Media History

(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. AIR
2. *Malayala Manorama*
3. SITE
4. Dadasaheb Phalke
5. *Bengal Gazette*
6. UNI
7. DAVP

(2x4=8 Weightage)

Part B

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

8. Define mass media? What are the major characteristics of mass media.
9. Write brief history of Indian print media.
10. Discuss contributions of Indian news agencies towards dissemination of news and information.
11. Write about potentials of community Radio.
12. Discuss advantages and disadvantages Digital media?
13. How do you define new generation films? Explain characteristics of such films.
14. Briefly examine various kinds of digital media platforms.

(3x4=12 Weightage)

Part C

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

15. Discuss important milestones of Indian cinema.
16. Write about major Private TV Channels in Malayalam. Also critically evaluate their role as a mass communicator.
17. Discuss changing media ownership patterns in India.
18. 'Growth of mass communication in India is synonymous with development of Indian urban and rural society. 'Do you agree with this statement? Substantiate your arguments.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MA Journalism & Mass Communication Degree Examination,

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MJS1C05 – Communication Laws & Ethics

(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. FIR
2. Press Council
3. Cable network TV Act
4. PRB Act
5. Fake News
6. CBFC
7. Defamation

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

8. Explain the need for a strong legal guarantee for violation against women and children in India
9. Does RTI Act ensure freedom of citizens for getting what they require ? Discuss
10. Discuss the working Journalistic Act in detail
11. What are the legal aspects of parliamentary reporting?
12. Does India have a right to privacy law? Discuss
13. Why is Censorship important ?
14. Briefly discuss the role of legal system in India

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

15. What is intellectual property Act ? What are the laws related it ?
16. The autonomy of Akaskvani and Doordarshan could not brush the remote control of ruling party at the center. Discuss
17. What is Defamation? Interline its importance in journalism.
18. Do you think that Contempt of Court Act can put resist to the operation of independent press?

(5x2=10 Weightage)