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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination, April 2025

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. Counterculture
2. Jacques Derrida
3. Machine Learning
4. Stuart Hall
5. Hegemony
6. Inter sectionality
7. Digital surveillance

(4 x 2 = 8 weightage)

PART B

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

8. What do you mean by subaltern studies, and how does it contribute to understanding marginalized voices?
9. Explain the concept of intertextuality and how it influences the creation and interpretation of texts.
10. Discuss the concept of media ecology and its implications.
11. Discuss the challenges and strategies associated with inter-cultural communication.
12. Define binary oppositions and give an example illustrating their use in representation.
13. Define simulation, simulacra, and hyperreality.
14. How do global interactions and cultural exchanges impact the construction of national identities?

(4 x 3 = 12 weightage)

PART C

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

15. How do media portray diverse cultures, and what challenges and opportunities arise in these portrayals?
16. Discuss how digital technologies contribute to shaping political participation and governance.
17. How do dominant ideologies shape media content, and how might alternative perspectives challenge hegemonic structures?
18. Discuss how gender roles and identities are constructed, reinforced, or challenged in popular culture.

(2 x 5 = 10 weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination, April 2025

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. Trademark
2. AIDA
3. Global Marketing
4. Market Repositioning
5. PSA
6. Marketing Mix
7. Direct marketing

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

8. What are the essential steps involved in an effective Advertising campaign
9. Discuss the ethical considerations and socioeconomic aspects associated with advertising.
10. Examine the functions of an advertising agency.
11. Analyze the ELM Model of Attitude Change and its application in advertising.
Explore the cognitive processes in media effects.
12. Discuss contemporary issues in marketing and analyze the role of marketing communication at various stages of the product life cycle.
13. Explain the concept of Integrated Marketing Communication (IMC)
14. What is media segmentation ?

(3x4=12 Weightage)

Part C

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

15. Create a print advertisement for a new product launch in the market.
16. Define marketing communication and discuss its concept, nature, functions, and importance in the business world.
17. Describe the different appeals used in advertising.
18. Define advertising and trace its historical evolution.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination, April 2025

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. Documentary
2. Hoaxes
3. Radio drama
4. News Anchor
5. Ease to Camera
6. Telecasting
7. MCR

(2x4=8 Weightage)

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

8. Analyze the structure and format of interview Programs in television.
9. Differentiate between Gossip Sitcoms and Soap Operas.
10. Elaborate on the process of war Reporting in journalism.
11. Describe the preparation process for Commentary in radio.
12. What is the primary purpose of the pre-production stage in TV production?
13. Explain different types of radio programmes.
14. What are the key elements that make a news radio program effective?

(3x4=12 Weightage)

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

15. Explain the importance of voice modulation and clarity in radio broadcasting.
16. Why is having a shooting script essential in the film making process, and how does it serve as a blueprint for the entire production?
17. Explain the steps involved in producing a new Bulletin for TV.
18. Discuss the television production stages.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination, April 2025

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. Malthusianism
2. Participatory action research
3. Underdevelopment
4. Rogers' Model
5. Gender empowerment
6. Economic Barriers
7. Panjayathi Raj

(4 x 2=8 Weightage)

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

8. What is the role of media in development communication? Discuss.
9. Write briefly on sustainable development goals.
10. Discuss the Socio-economic barriers in Development Communication.
11. Discuss the limitations of Dominant Paradigm.
12. Explain development support communication with suitable case studies.
13. Elaborate Gandhian concepts of development.
14. Deliberate the significance of social media in the development of India.

(4x3=12 Weightage)

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

15. How effective are the models of Learner, Schramm and Rogers? Explain.
16. What are the pros and cons of various rural development initiatives in India with examples?
17. How SITE and KHEDA contributed to the development of our Country?
18. What is democratic decentralization? Discuss its importance and limitations.

(2x5=10 Weightage)

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Second Semester MA Journalism & Mass Communication Degree Examination, April 2025

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. Associated Press
2. Sean MacBride
3. Telecommunication policies
4. Vertical media ownership pattern
5. Global advertising agencies
6. Time Warner
7. Diaspora

(2x4=8 Weightage)

PART B

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

8. How does Sepstrup's model conceptualize and explain the transnational flow of television?
9. What are the origins of globalization in the context of media?
10. Define media imperialism.
11. How does digital communication platforms affect global communication?
12. Examine the origin and growth of Facebook, analysing the key factors contributing to its rapid ascent as a global social media giant.
13. Briefly analyse corporatization of Indian media.
14. Indian regional content gained global acceptance via streaming platforms. Argue

(3x4=12 Weightage)

PART C

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

15. The flow of international information is largely in the hands of western news agencies. Substantiate
16. Examine the rise of Indian media giants and their influence on national and global media landscape.
17. How does the Indian entertainment industry experience the effects of worldwide attention, and what are the implications of global interest on its development?
18. Discuss in detail the effects of media globalisation.

(5x2=10 Weightage)