

IM1N16080

(Pages :1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2016

MCJ1C01 – Introduction to mass communication

(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part A

Write short notes on any six of the following questions:

1. Magic Bullet theory
2. Uses and Gratifications
3. Band wagon effect
4. Intra personal communication
5. Agenda Setting
6. Media Convergence
7. Many voices One world
8. Laggards

(6 x 2 =12 Weightage)

Part B

Answer any four questions. Each question carries 6 weightage

9. What is gatekeeping? Does it hold good in the digital era of media?
10. Discuss in detail Shannon and Weaver's Communication Model.
11. Name the dysfunctions of media? Explain with examples.
12. Media and culture influence each other. Comment.
13. Explain about the Multi step flow of communication.
14. Explain the significance of feedback in all forms of Communication.
15. Elucidate on the contemporary issues of communication at the National level.
16. Critically examine the normative theories of Press

(4 x 6 = 24 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2016

MCJ1C02 – Mass Media History

(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part A

Write short notes on any six of the following questions:

1. Young India
2. SITE
3. Yuva Vani
4. INS
5. Press Council
6. Bengal Gazette
7. IFWJ
8. The Hindu

(6 x 2=12 Weightage)

Part B

Answer any four questions

Each question carries 6 weightage

9. Discuss the contributions made by Mahatma Gandhi towards journalism
10. Explain the recent trends in Malayalam journalism
11. Narrate the role of Serampore missionaries
12. Describe the role of Christian missionaries in the development of journalism in India
13. What was the impact of Emergency on the Indian Press
14. Explain about the various professional media organisations
15. Briefly mention about the evolution of broadcasting in India
16. Write about the state of Indian Press after the revolt of 1857

(4 x 6=24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2016

MCJ1C03 – News Editing

(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part AAnswer any **six** questions from the following

1. Captions and cutlines
2. Jump line
3. Middle piece
4. Attribution
5. Drop Head
6. Circus layout
7. Typography
8. Sharpening the lead

(6 x 2=12 Weightage)**Part B**Answer any **four** questions from the following

9. Justify the use of stylebook in a newspaper office?
10. 'Even seemingly small errors feed public scepticism about a newspaper's credibility'. Do you agree? Explain.
11. Discuss the trends in headline writing with examples.
12. "Good Typography is the essence of good newspaper production" - Discuss?
13. Detail the process of layout and explain the contemporary design and layout trends among the Malayalam dailies?
14. Analyse the need for using effective photographs in newspapers. How are they selected?
15. Analyse the role and functions of the editor of a daily. .
16. What do you mean by readability? Why is it important from the point of view of a copy editor? How is it measured?

(4 x 6=24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2016

MCJ1C04 – News Reporting

(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part AAnswer any **six** questions from the following

1. Paid News Syndrome
2. Accuracy
3. Soft News
4. What Lead
5. Inverted pyramid
6. Precision Journalism
7. Beat reporting
8. Advertorial
9. A.B.C.

(6 x 2=12 Weightage)**Part B**Answer any **four** questions from the following

10. Explain the importance of practice in moulding a good reporter.
11. Observe the relevance of news elements.
12. How important is an editorial page of a national daily?
13. Certain ethical codes in journalism is quintessential, Comment.
14. Write your opinion regarding the advertisers sponsoring news bulletins.
15. Identify and explain various types of lead.
16. Enumerate the representation of socio- cultural issues in present day newspapers.
17. Analyse the contributions of any one journalist specialised in development news reporting.

(4 x 6=24 Weightage)