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(Pages : 1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2017

MJLS1B01 – Introduction to mass communication

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part A

Write short notes on any six of the following:

- 1 Grape wine communication
- 2 Uses and gratification approach
- 3 Virtual reality
- 4 Spiral of silence theory
- 5 Rupert Murdoch
- 6 Characteristics of radio
- 7 Pink whale game
- 8 Magic bullet theory

(6 x 2=12 weightage)

Part B

Answer any four questions.

Each question carries six weightage.

9. Critically evaluate normative theories of the press?
10. Elucidate Lass well model of communication?
11. Explain the applicability and significance of multi-step flow of information in political communication?
12. Detail the negative sides of international communication in the 21st Century?
13. Discuss major gate keeping models?
14. Critically evaluate the functioning of mass media platforms in India?
15. Define communication? Explain the elements of communication?
16. Write notes on 'evolution of mass communication'?

(4 x 6= 24 weightage)

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(Pages : 1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2017

MJLS1B02 – Mass Media History

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

PART A

Write Short notes on any six of the following

1. Dig Darshan
2. Calcutta Journal
3. Adam's Gagging Act
4. RNI
5. API
6. Radio Jockey
7. Prasar Bharati
8. Kheda Communication Project

(6 x 2=12 Weightage)

PART B

Answer any four Questions

Each Question carries 6 weightage

9. The journalistic trend put forward by Raja Ram Mohan Roy influenced the Indian reformation.- Discuss.
10. Enumerate the role of Indian Television in spreading the socio-economic development in post-independent India.
11. Do you think the news agencies enriched the news coverage of the Indian press? Justify your answer.
12. Give a brief account of Gandhi's contribution in the development of Indian Journalism
13. Write about the contributions of Bala Gangadhara Tilak in Indian Journalism
14. Briefly discuss the inception of The Times of India and its initial journey.
15. Hickey initiated the struggle for the freedom of the press. Do you support this view? Enumerate Hickey's role in the Indian journalism.
16. Critically analyse the contributions of Satyajit Ray towards Indian Cinema.

(4 x 6=24 weightage)

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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2017

MJLS1B03 – News Editing

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part A

Write short notes on any six of the following

- 1 Typography
- 2 Cropping
- 3 Tomb stoning
- 4 Trans creation
- 5 News agency
- 6 Angle
- 7 Contrast layout
- 8 Signed Editorial

(6 x 2=12 weightage)

Part B

Answer question 2 and three other questions.

Each question carries six weightage.

Section I

9. Edit and headline the following passage.

thiruvananthapuram: amid the kerala state government's efforts to rejuvenate and reclaim watery resources, study come up with startling find that 26.90 per cent of watery resource in kerala state are completely and fully polluted. as many as 46.10 per cent of over 3000 watery resource including ponds canals river backwater stretches and public wells surveyed in 2003 wards across the southern state are partly polluted it said.

however in a relief to nature buffs other 27 per cent watery resource found not at all polluted the study compiled by the kerala state literacy mission authority (klsma- said. as many as 26.90 per cent of watery resource in kerala are completely polluted totally and fully the study said. a Study Report on Status of Water Resource' has have covered 3606 sources including 495 in capital of kerala state's district Thiruvananthapuram 318 in Ernakulam the commercial hub district of the kerala state 194 in northern kozhikode district

as part in the study 1302 ponds 941 canals 153 river stretches 16 backwater stretches 1107 public wells 87 others in various districts are were surveyed throwing light on the factors that pollute water sources it said. solid and liquid waste household waste besides encroachments were the core reasons for it. solid waste accounts for 53 per cent of pollution of watery resources liquid waste 16.97 per cent household waste 23.24 per cent and encroachment seven per cent it said.

Section II

10. Explain the role of language in editing. Also describe how the grammatical knowledge helps in the process.
11. Style books standardize but kills the local slangs and plurality of regional language- Critically evaluate the statement.
12. Think globally and write locally are the motto of new generation editors – Analyze in the purview of Malayalam dailies.
13. Designing pages often face the problem of Traditional versus Contemporary- Explain citing different types of page lay outs.
14. Policy making and craft of editing are two entities of the editorial team- Elucidate with the functional structure of news room.
15. Analyze the process, principles and functions of editing.

(4 x 6= 24 weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester MCJ Degree Examination, November 2017

MJLS1B04 – News Reporting

(2017 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Part A

Write short notes on any six of the following:

1. Investigative journalism
2. The Wire
3. Nose for news
4. Column
5. Edit article
6. Development reporting
7. City edition
8. Soft news

(6 x 2=12 weightage)

Part B

Answer any four questions.

Each question carries six weightage.

9. How can a reporter overcome biasness in reporting?
10. Explain the necessary steps and measures that has to be followed while doing economic news reporting?
11. Elucidate the importance of development reporting and its social relevance.
12. What are the qualities of a mindful reporter?
13. Detail the existing news structure and criticize a more possible format for a new structure.
14. Compare between the information and infomercial in the glocal perspective.
15. Comment on the space allotted for crime stories in media and the meaning it creates.
16. Elucidate the potentials of follow up stories and its impact on the society.

(4 x 6= 24 weightage)