

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester MA Degree Examination, March/April 2020
MJL2C09 – Media Laws
 (2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A

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

1. Kesavananda Bharati case
2. Review writ
3. Wage Board
4. In camera proceeding
5. Official Secrets Act.
6. Fair comment
7. Whistleblower

(2x4=8 Weightage)

Part B

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

8. What are the fundamental rights guaranteed in the Indian constitution?
9. 'Right to privacy is a fundamental right.' Discuss
10. Analyse the implications of Article 19 (1) (a).
11. Explain the important defences in a defamation suit.
12. Elaborate the special privileges of Parliament and Legislatures.
13. Describe the steps to start a publication in India.
14. How does RTI Act empower journalist in getting the information from governments?

(3 x 4=12 Weightage)

Part C

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

15. Describe the salient features of Indian constitution. What are the challenges faced by the Indian constitution?
16. 'Press council has not lived up to its expectations.' Discuss.
17. Do we have a common professional code of ethics for media persons in India?
Discuss the relevance of such a uniform code of ethics.
18. Analyse the important provisions of:
 - a) Indecent Representation of Women (Prohibition) Act
 - b) Young Persons (Harmful Publication) Act

(5 x 2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Second Semester MA Degree Examination, March/April 2020
MJL2C08 – Advertising
 (2019 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. Advertorial
2. Marketing Mix
3. Surrogate Ad
4. Reason-why Copy
5. DAVP
6. Service Ad
7. ASCI

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

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

8. Briefly discuss the functions of an advertising agency.
9. Examine the negative impact of advertising.
10. Analyse the various types of advertisements.
11. Delineate the different parts of an advertisement.
12. Explain the social functions of advertising.
13. Elucidate the various copy formats in advertising.
14. Explain AAI.

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

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

15. Advertising nourishes the purchasing power of man. Discuss
16. Evaluate the present code of ethics in advertising.
17. "It is easier to write 10 sonnets than an ad copy." Examine the difficulties involved in writing an ad copy.
18. Discuss the relationship between advertising and Fourth Estate.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Second Semester MA Degree Examination, March/April 2020
MJL2C07 – Public Relations
 (2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

PART- A

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

1. Community relations.
2. PRSI
3. Opinion leaders.
4. Vox populi
5. Internal communication.
6. Lobbying.
7. PR Campaign.

(2x4=8 Weightage)

PART B

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

8. Explain the role of PR department in developing identity and sustaining image of a corporate organization.
9. Examine the scope and importance of Media relations.
10. Discuss the various types of PR tools in an organization.
11. Bring out the benefits and advantages of crisis communication management in an organization.
12. Explain nature, scope and recent trends in PR. Discuss how internet acts as an effective PR tool in the recent days.
13. Discuss the importance of CSR and enumerate on the need and relevance of CSR in corporate sector.
14. Communication is the essence of employee relations. Substantiate.

(3x4=12 weightage)

PART C

Write a long essay on any two of the following.
Each question carries five weightages.

15. Detail and analyze the functions of the PR department of your state government.
16. Briefly discuss how mass media and PR is used to create public opinion regarding the development projects in a society.
17. Critically examine the significance, role and impact of the new media communication system on corporate communication sector.
18. Trace the history of PR in India highlighting the role of PRSI in India.

(5x2=10 weightages)

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(Pages : 2)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester MA Degree Examination, March/April 2020
MJL2C06 – Themes , Theories and Issues in Communications
(2019 Admission onwards)

Time: 3 hours

Max. Weightage : 30

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

1. Theory of Cognitive Dissonance.
2. What is 'Manufacturing Consent' in a Chomskyan perspective?
3. What is Catharsis? How is it relevant in Media Effect Studies?
4. 'The US advocacy for 'free flow of information' in late 40s and 50s was approached with skepticism by many scholars such as Herbert Schiller' - Why?
5. 'Globalisation of media has in fact denied plurality and diversity in terms of content' - Briefly describe the concept of Media Homogenisation as a result of globalization.
6. What are the stages involved in Roger's Diffusion of Innovation Model?
7. Critically examine the argumentative nature of Indian News Television.

(4x2=8 Weightage)

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

8. Write an essay on incidental, bandwagon and technological effects of Mass Media.
9. Write an essay on 'Many Voices, One World'.
10. What is Media Imperialism? Trace its socio-economic impact on developing nations.
11. What is Learning Theory? Explain the salient features of Bandura's observational learning theory.
12. 'In the era of internet media platforms, legacy media has lost its sheen in political communication' - Analyse this statement in the context of 2019 Indian Elections.
13. Write an essay on the barriers of Intercultural Communication.
14. 'New Communication Technologies have paved the way to demassification and redefined the term Mass Media' - How?

(4x3=12 Weightage)

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

15. What are the various ways in which attitudes and behaviours are modified through communication? Describe with the help of relevant theories.
16. 'Gender Sensitivity and Gender Neutrality are inextricable parts of storytelling in any of the media forms' - Discuss with examples.
17. Write a short note on NWICO.
18. Discuss the potential changes that may happen in conventional media forms with the rising popularity of internet tools and avenues apart from convergence.

(2x5=10 Weightage)