

1M3N19206

(Pages : 1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination, November 2019

MJLS3E1(1) – Web Journalism

(2018 Admission onwards)

Time: 3 hours

Max. Weightage: 36

PART A

Write short notes on any six of the following.

Each question carries 2 Weightage :-

1. Pop-ups
2. ISP
3. Browsers
4. Multimedia
5. Hyperlink
6. Blogging
7. Bookmarks
8. Virtual Reality

(6 x 2 = 12 Weightage)

PART B

Write any four questions.

Each question carries 6 Weightage:

9. 'Effective use of media convergence can create wonders' Discuss
10. Mention the challenges with regard to the security issues on the internet
11. Outline the process of newsgathering and reporting for online media
12. Write an analytical report for a web media on the impact of social media and digital technology
13. Identify the key points in connection with website development and maintenance
14. Explain the principles of web page designing
15. Write a note on recent trends and future of web journalism
16. Discuss the legal and ethical issues related to Information technology

(4 x 6 = 24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination, November 2019

MJLS3B11 – Development Communication

(2018 Admission onwards)

Time: 3 hours

Max. Weightage: 36

PART A**Write short notes on any six of the following. Each question carries 2 weightage :-**

1. The Passing of Traditional Society
2. HDI.
3. Community radio.
4. Diffusion of Innovation
5. UNDP.
6. Disaster Management.
7. Inclusive development.
8. ICT4D.

(6 x 2=12 Weightage)**PART B****Answer any four questions.
Each question carries 6 weightage:**

9. Discuss the scope, uses and prospects of development communication. Discuss the key issues concerning this discipline in India.
10. Examine the significance of community development programmes in society.
11. Write a detailed essay on the scope and significance of development journalism in India.
12. Gender sensitization is a pre condition for the introduction of various socio-development policies in a society. Discuss.
13. Sustainable development offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance. Critically analyze the statement with reference to recent flood disaster in Kerala.
14. Comment your views on the statement "Human Rights is a major indicator of development in a society".
15. Discuss the alternative paradigms of development and development communication.
16. Examine the role of mass media and other traditional media in communicating issues of development and change among the rural population.

(4 x 6=24 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination,
November 2019

MJLS3B12 – Radio, Television and Film Production
(2018 Admission onwards)

Time: 3 hours

Max. Weightage: 36

Answer question 1 and four others

PART-A

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

1. News reels
2. RJ
3. Telefilm
4. Indoor and Outdoor
5. Pre-production
6. Avant – garde
7. Amplifier
8. Non-linear production

(6 x 2= 12 Weightage)

PART- B

Answer any four questions.

Each question carries 6 weightage

9. How do radio scripts different from film scripts? Explain.
10. Write about various FM stations in Kerala.
11. Trace the history of TV in India.
12. Discuss various TV programmes and its formats.
13. Write a short essay on contemporary Malayalam cinema.
14. Write about non-linear methods of video production.
15. How production of documentary and short film differ?
16. Write a script for a video documentary on- 'Child Labour in India'.

(4 x 6= 24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination, November 2019

MJLS3B13 – Communication Research

(2018 Admission onwards)

: 3 hours

Max. Weightage: 36

PART A

Write short notes on any six of the following. Each question carries 2 weightage:-

1. Psychographics and demographics
2. Reliability
3. Simple random sampling
4. Exploratory research
5. Case study
6. Semiotic analysis
7. Likert scale
8. Primary and secondary data

(6x2=12 weightage)

PART B

II. Answer any four questions. Each question carries 6 weightage:-

9. Which are the major statistical techniques used in the analysis of quantitative data in communication research? Explain.
10. "Research is very important in the field of advertising". Explain focusing on the major areas of advertising research.
11. What do you mean by content analysis? How it serve as a useful method in communication research? Explain.
12. What do you mean by a research report? Write on the steps and procedures of writing a good research report.
13. What do you mean by a questionnaire? What are the principles and procedures of preparing a good questionnaire? Explain.
14. "A good review of literature can help you to complete your research in a systematic manner". Explain.
15. Define variable. Explain its different types with examples.
16. "Academic research should be ethical". Explain.

(4x6=24 weightage)