

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination March/April 2021  
MJL2C06 – Themes , Theories and Issues in Communications

(2020 Admission onwards)

Time: 3 hours

Max. Weightage : 30

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

1. What is Congruity Theory?
2. Define Post truth in the context of current journalism practices.
3. How does the 'Ethnocentrism' act as a barrier to intercultural communication?
4. Write a short note on Mc Bride Commission.
5. How does the Media Conglomeration affect the functions of media?
6. Describe AIETA model of communication.
7. Write a note on the pros and cons of bias of the presenter/anchor in a TV political TV debate.

(4x2=8 Weightage)

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

8. 'As a social construct, gender should play a key role in determining the structure and presentation of news items in various media forms'- How and why?
9. 'The Euro-American dominance on news flow across national frontiers had been countered in many ways by Asian, Latin American and African countries, but with not much success'- Critically examine this statement.
10. 'Media convergence in the digital era has reshaped the content and style of traditional media forms'- Comment.
11. What is the psychological approach to communication? How is it relevant in the contemporary Mass Media scenario?
12. Trace the origin of political rhetoric. How does it influence the contemporary political discourses? Analyse with examples.
13. What is Mass Culture? Why is it important in communication studies?
14. 'Although not very successful, NAM acted as a bulwark against the information hegemony of developed west'- Comment.

(4x3=12 Weightage)

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

15. 'Indian Media has been corporatized to an extent that it may compromise on objectivity and fairness-two cardinal principles of journalism- on critical issues'- Evaluate the contemporary media scenario in India in terms of corporatization.
16. What are the essential features of Social Learning Theory? What is its application value in Mass Communication?
17. 'Indian Politics has gradually shifted its discourse from ideological foundations to Individuals as brands or change agents'- Comment in the back drop of 2019 General Elections.
18. Write an essay on the cultural effects of Mass Media.

(2x5=10 Weightage)

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(Pages : 2)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism & Mass Communication Degree Examination, March/April 2021

**MJL2C07 – Public Relations**

(2020 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. Gatekeepers.
2. Media relations.
3. House journal.
4. Event management.
5. Stake holder.
6. Press release.
7. Ivy Lee.

**(2x4=8 weightage)**

**PART B**

**Write short essay on any four of the following.**

**Each question carries three weightage.**

8. Outline the steps to organize an effective PR campaign with a suitable example.
9. Employee is the emblem of an organization, Discuss the significance of effective employee relations in an organization.
10. Examine the scope and importance of community relations.
11. Critically evaluate the status of PR research in India.
12. Discuss the importance of crisis management plan in an organization.
13. A good consumer relation is the other name of effective public relations. Comment.
14. Enumerate on the need and relevance of corporate communication in India.

**(3x4=12 weightage)**

### PART C

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

15. Critically examine the role of the latest communication system on Public Relations with special reference to new information and communication technology.
16. PR creates the environment for brand activation. Offer your comments on the statement with suitable examples.
17. Define advertising and analyze the importance of advertisement as a tool of Public Relations.
18. Select a case study in the area of development and discuss the PR strategy used in the project.

(5x2=10 weightages)

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester MA Journalism &amp; Mass Communication Degree Examination, March/April 2021

## MJL2C08 – Advertising

(2020 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. Narrative Copy
2. Hierarchy of Needs
3. Public Service Ads
4. Account Executive
5. AAAA
6. Brand name
7. POP Ads

(2x4=8 Weightage)

**PART B**

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

8. Explain AIDA formula.
9. Elucidate the DAGMAR approach in advertising.
10. Briefly discuss the economic functions of advertising.
11. Analyse the split run test in advertising.
12. Examine the role of GRP in advertising campaign.
13. Delineate the methods to test the effectiveness of advertisements.
14. Advertising is hard sell. Discuss

(3x4=12 Weightage)

**PART C**

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

15. Elucidate the USP's of five consumer products by examining its effectiveness.
16. Trace the global genesis of advertising.
17. 'Advertising is the whip which hustles humanity up the road to the better mousetrap.'

Explain

18. Evaluate the roles of corporatization and globalization in enhancing the development of advertising.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Second Semester MA Journalism & Mass Communication Degree Examination,  
March/April 2021  
MJL2C09 – Media Laws  
(2020 Admission onwards)

Time: 3 hours

Max. Weightage : 30

**Part A**

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

1. Constitutional morality
2. Defamation
3. CAA
4. Film certification
5. Parliamentary privileges
6. Freedom of Information Bill
7. Surrogate ads

(2x4=8 Weightage)

**Part B**

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

8. Analyse the relevance of AIR and DD codes for commercial advertising.
9. What are the important provisions of IPR Act?
10. What is POCSO Act? How can its misuse be minimised?
11. What is the role of PCI? Has PCI achieved its objectives?
12. 'Dissent is the safety valve in a democracy.' Discuss.
13. What are the justifications for imposing reasonable restrictions on the freedom of speech and expression?
14. Explain the important provisions of directive principles.

(3 x 4=12 Weightage)

**Part C**

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

15. Describe the challenges faced by the Indian constitution.
16. Supreme Court of India has stated that right to privacy is a fundamental right of a citizen. Explain the implications of this judgement in the light of right to life.
17. Assess the working of RTI Act. How important is this act in empowering our democracy?
18. Analyse the copyright Act of 1957 and the various amendments.

(5 x 2=10 Weightage)