

SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2020

(CCSS)

Journalism and Mass Communication

MCJ 2C 05—GLOBAL COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each question carries 4 marks :

- (a) Global village.
- (b) Mass culture.
- (c) Agenda setting.
- (d) News pool.
- (e) Group Communication.
- (f) Globalization of media.
- (g) FANG Companies.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each question carries 8 marks :

- (a) Write about the importance of McBride commission report.
- (b) What is international media dependence ?
- (c) What is cultural imperialism ?
- (d) What is Media Corporation ?
- (e) Define monopoly.
- (f) Discuss the impact of media conglomeration.
- (g) Discuss how corporate giants influence Indian society.

(5 × 8 = 40 marks)

Turn over

III. Write long essays on any *two* of the following. Each question carries 12 marks :

- (a) Write notes on various models put forward by Hamid Mowlana.
- (b) Discuss the imbalance in the news flow at international level.
- (c) Discuss the steps initiated by third world countries to bring a New World Information and Communication Order.
- (d) In the scenario of global economic recession, discuss the future of various global media organizations.

(2 × 12 = 24 marks)

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SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2020

(CCSS)

Journalism and Mass Communication

MCJ 2C 04—DEVELOPMENT COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each question carries 4 marks :

- 1 Kheda Communications Project.
- 2 SITE.
- 3 Kerala State Bio-diversity Board.
- 4 KSSP.
- 5 SEED Programme of *Mathrubhumi*.
- 6 World Happiness Project.
- 7 UN Sustainable Development Solutions Network.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each question carries 8 marks :

- 1 Daniel Lerner.
- 2 Panchayati Raj Institutions.
- 3 Adam Smith.
- 4 Participatory democracy.
- 5 Two-step flow of communication.
- 6 Indicators of development.
- 7 Wilbur Schramm.

(5 × 8 = 40 marks)

Turn over

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 Define development and critically assess the different concepts of development.
- 2 Analyse critically the five stages of growth concept formulated by W. W. Rostow.
- 3 What is sustainable development ? Explain this concept in the Indian context.
- 4 Elucidate briefly the history of development communication in India.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2020

(CCSS)

Journalism and Mass Communication

MCJ 2C 02—ADVERTISING AND MARKETING COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Campaign.
- b) Appeal.
- c) Logo.
- d) Brand Ambassador.
- e) New media advertisements.
- f) Integrated Marketing Communication.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) Copywriting.
- b) AIDA.
- c) Advertorial.
- d) DAVP.
- e) Marketing.
- f) USP.
- g) Advertising agency.

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Explain the different types of advertisements with examples.
- b) Discuss the trends of advertising in India.
- c) Identify an advertisement which you find appealing and explain the reasons for your choice.
- d) Discuss the impact of economic liberalization on Indian advertising.

(2 × 12 = 24 marks)

SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2020

(CCSS)

Journalism and Mass Communication

MCJ 2C 03—RADIO AND TELEVISION PRODUCTION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- | | |
|------------------|---------------------|
| 1 Podcasting. | 2 24 hour news. |
| 3 Sitcom. | 4 Ad-lib. |
| 5 Lapel mic. | 6 Voice modulation. |
| 7 Reverberation. | |

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- 1 Uplinks and downlinks.
- 2 Soap operas.
- 3 Hoaxes and fake news.
- 4 Code of ethics and broadcasting standards.
- 5 Radio interview.
- 6 Running commentary for radio.
- 7 Body language and appearance.

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 Elucidate the use of any *two* software used for the production of audio and video programmes.
- 2 What, do you think, are the qualities and qualifications of news anchors for radio and television ?
- 3 Explain briefly the characteristics and formats of three different programmes in Indian television.
- 4 Elucidate how a live TV news programme is produced and presented during the prime time.

(2 × 12 = 24 marks)

SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2020

(CCSS)

Journalism and Mass Communication

MCJ 2C 01—MEDIA, CULTURE AND SOCIETY

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Describe various definitions of culture.
- b) Detail the concept of digital divide.
- c) What is semiotics in communication ? Explain.
- d) How to be a data journalist ?
- e) Define structuralism.
- f) Briefly write the importance of Roland Barthes in Cultural Studies.
- g) Write the characteristics of convergent media.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) What is Feminism, describe the key concepts in Feminism ?
- b) Evaluate Baudrillard's 'Hyperreality' ?
- c) How does Marxism view culture ?
- d) What is visual literacy ?
- e) Explain culture as mass deception.
- f) Write about any three social networking sites and explain its features.
- g) Explain the concepts of global village.

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Explain the key areas and methods to understand modes of meaning-production.
- b) Draft an essay on Michael Jackson as an icon of popular culture.
- c) Discuss the ethics of new media in the context of the worldwide demand for internet neutrality.
- d) How media texts contribute the inequalities that exist in our society ?

(2 × 12 = 24 marks)

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 05—GLOBAL COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section/Part shall remain the same.*
3. *There will be an overall ceiling for each Section/Part that is equivalent to the maximum weightage of the Section/Part.*

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Cultural imperialism.
- (b) McBride Report.
- (c) Media corporations.
- (d) Nielsen Holdings.
- (e) Globalisation.
- (f) Monopoly.
- (g) Corporatization.

(4 × 2 = 8 weightage)

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

- (a) Write briefly on global media structure.
- (b) Define global communication.
- (c) Briefly discuss the current trends in Indian media.

Turn over

- (d) Elaborate on Mowlana's model of international communication.
- (e) Briefly discuss on the telecommunication policies in India.
- (f) Elaborate on any two global media corporations.
- (g) Discuss briefly on the impact of FDI in Indian media.

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) How effective are the Indian media giants and discuss their impact on the country and on the global ?
- (b) What influence will be the impact of international communication models and its effect on our lives ?
- (c) Discuss the effects of globalisation in the national media structure and how did it give rise to international media dependency.
- (d) What are the pros and cons of global communication ? Give a detailed historical account of its development.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 04—DEVELOPMENT COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Participatory action research.
- (b) SITE.
- (c) Sustainable Development.
- (d) Social structure.
- (e) Panchayat Raj.
- (f) Traditional Media.
- (g) Empowerment.

(4 × 2 = 8 weightage)

Part B

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

- (a) How would you adapt folk media to create a different application in development communication ?
- (b) What is your opinion of development support communication, make using the case studies in Health and Family Planning ?

Turn over

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 03—RADIO AND TELEVISION PRODUCTION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Prompting.
- (b) Soap Opera.
- (c) Radio Drama.
- (d) Outdoor Reporting.
- (e) Shooting Script.
- (f) PCR.
- (g) Web casting.

(4 × 2 = 8 weightage)

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

- (a) Describe the importance of editing in television production, discuss various editing techniques.
- (b) Differentiate in detail on various types of Radio programmes and its need.
- (c) Illustrate and explain the DTH transmission, and explore its reach in India.
- (d) Write a note on the television studio setup with necessary illustrations.

Turn over

- (e) Uncover briefly on the various sources of news and the news agencies.
- (f) Explain and explore Television Live programmes and its audience focused strategy.
- (g) How Planned events, Staged events differ with each other in broadcast media ?

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Illuminate the importance of Data and Infographics in dissemination of News.
- (b) Enlighten the various types of television programmes, discuss the structure and genre of the same.
- (c) Elucidate on the Code of ethics and broadcasting standards in India.
- (d) “Nowadays televisions are famous for Soap Opera, Gossip Sitcoms and Live Reality shows, it is influencing our day-to-day life”. Do you agree or disagree ? Explain.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 02—ADVERTISING AND MARKETING COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Ethics of Advertising.
- (b) DAGMAR Theory.
- (c) Media Mix.
- (d) Logo.
- (e) Market Positioning.
- (f) Product Life Cycle.
- (g) Direct Marketing.

(4 × 2 = 8 weightage)

Part B

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) What are the social and economic benefits of advertising? Does advertising really contribute to improve our standard of living?
- (b) Explain the AIDA Model of Communication and its effectiveness.
- (c) What is advertising campaign? How is it planned and executed?

Turn over

- (d) What are the advantages of segmenting the market ?
- (e) Discuss the importance of slogan in an advertisement copy. What are the points one should remember while writing slogan ?
- (f) Summarise the elements of Marketing Communication Mix and determine its use.
- (g) Argue, how the semiotics can be of value to the field of integrated marketing communications ?

(4 × 3 = 12 weightage)

Part C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Socio-political contexts play a major role in planning a campaign. Comment.
- (b) Illustrate the various steps involved in creating an advertising campaign for fast moving consumer goods.
- (c) What do you understand by media planning ? What is its relevance in the context of product campaign ?
- (d) Assume that you are the marketing communications manager for a brand of napkin. Discuss how the low involvement hierarchy could be of value in developing and advertising and promotion strategy for this brand.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 01—MEDIA, CULTURE AND SOCIETY

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Feminist critique.
- (b) Intertextuality.
- (c) Frankfurt school.
- (d) Simulacra.
- (e) Deconstruction.
- (f) Convergence.
- (g) Anthropology.

(4 × 2 = 8 weightage)

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

- (a) Do you agree the concept 'Culture as capital' ? How media organizations profit out of it ?
- (b) Discuss about Structural linguistics. Why communicators need this ?
- (c) Account the present Media ecology, and how new 'wave' of technological revolution built that ecology ?
- (d) Explore the impact of Web 2.0 on information society / network society.

Turn over

- (e) Investigate the following : Discourse and power, Mechanical reproduction.
- (f) Explicate the Post-modernism and decline of Metanarratives in communication.
- (g) How, Subject position and Subjunctivisation determines the communication effectiveness ?

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Survey the representation theories : reflective, intentional and constructional approach.
- (b) Explain Representation and Symbolic power with suitable media and communication examples.
- (c) Write critically about the Identity crisis, Multiple identity, Displays of identity, Identity politics, Fixity of identity and difference.
- (d) How media and communication is affected by the followings : Intersectionality, Discrimination, Prejudice and Bias, Marginalisation and Exclusion ?

(2 × 5 = 10 weightage)

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(CCSS)

Journalism and Mass Communication

MCJ 2C 05—GLOBAL COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Oldest means of International communication.
- b) McBride commission.
- c) NWICO.
- d) Cultural Imperialism.
- e) Walt Disney.
- f) Google.
- g) AP.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) What is global media culture ?
- b) What are the three types of globalization ?
- c) What is global communication ?
- d) What is Non-aligned News Agencies Pool ?
- e) What is international communication ?
- f) What is intercultural communication ?
- g) What is the meaning of globalization ?

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Discuss the role of *global* media conglomerates in setting the global media agenda.
- b) Examine ways through which International communication has contributed to world development.
- c) “The emergence of New Media has made international news agencies irrelevant”. Do you agree with this statement ?
- d) Describe the working of any *two* transnational news agencies.

(2 × 12 = 24 marks)

SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

Journalism and Mass Communication

MCJ 2C 04—DEVELOPMENT COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- 1 Gender Park in Kerala.
- 2 Kudumbasri project in Kerala.
- 3 Farm Information Bureau.
- 4 People's Archive of Rural India.
- 5 Democratic decentralisation.
- 6 Centre for Science and Environment.
- 7 Chatera and Majra reporting of *Hindustan Times*.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- 1 What are the indicators of development ?
- 2 What is sustainable development ?
- 3 Krishi Darshan.
- 4 Grama Sabhas and Ayalkoottoms.
- 5 Briefly discuss the Gandhian concept of development.
- 6 Adam Smith.
- 7 W. W. Rostow.

(5 × 8 = 40 marks)

Turn over

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 What are the reasons for under development ? Discuss the reasons in the Indian context.
- 2 What is the dominant paradigm of development ? Offer your critical assessment.
- 3 Discuss how we can use traditional and folk media for development campaigns.
- 4 Present a brief history of the major development communication initiatives in India, with particular reference in Kerala.

(2 × 12 = 24 marks)

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SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

Journalism and Mass Communication

MCJ 2C 03—RADIO AND TELEVISION PRODUCTION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- 1 Headline montage.
- 2 Morgue.
- 3 Event management.
- 4 Narrowcasting.
- 5 Webcasting.
- 6 Beat reporting.
- 7 Kickcr.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- 1 Story rundown.
- 2 Teaser.
- 3 One line treatment.
- 4 Reality show.
- 5 Couch potato.
- 6 Sting operation.
- 7 Prime time debate.

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 Elucidate the various stages of producing a TV documentary.
- 2 Good voice, good diction, sense and sensibility, knowledge and understanding, eye-contact with the audience etc are some of the qualities of a news anchor. Who, according to you, possess these qualities and more ? Write an analytical profile of your favourite anchor.
- 3 Elucidate the fundamental principles of audio and video editing.
- 4 Discuss the ethics to be followed by the electronic media in reporting sensational stories. Cite recent examples to justify your observations/opinion.

(2 × 12 = 24 marks)

SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

Journalism and Mass Communication

MCJ 2C 02—ADVERTISING AND MARKETING COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Marketing.
- b) Corporate advertising.
- c) Directorate of Field Publicity.
- d) Marketing Mix.
- e) Branding.
- f) Market survey.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) Market segmentation.
- b) Product life cycle.
- c) Sales promotion.
- d) PEST analysis.
- e) Publicity.
- f) Creative department.
- g) Marketer.

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Explain the origin and development of advertising.
- b) What are the characteristics of an advertisement copy ?
- c) Explain the structure and functions of an advertising agency.
- d) Discuss the functions of advertising.

(2 × 12 = 24 marks)

SECOND SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

Journalism and Mass Communication

MCJ 2C 01—MEDIA, CULTURE AND SOCIETY

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) What does Gayathri Chakravorty Spivak mean by Subaltern ?
- b) Define mass culture.
- c) Who is a digital native ?
- d) Explain the concept hegemony.
- e) Detail the characteristics of Instagram and Snapchat.
- f) Explain types of digital surveillance.
- g) Describe Post-structuralism.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) Make short notes on : i) Reflective approach, ii) Intentional approach, iii) Constructionist approach.
- b) According to Ferdinand De Saussure, what is the three fundamental assumptions of structuralism ?
- c) Difference between Colonialism and Post Colonialism.
- d) Facebook is the big brother of all social networking sites. Explain why ?
- e) Explain Cybernetics and Metadata.
- f) Differentiate Signified and Signifier.
- g) Differentiate Marx's and Hegel's materialistic conception of history.

(5 × 8 = 40 marks)

Turn over

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Elaborate : i) Image and power, ii) Images and ideology, iii) Picture theory, iv) image and meaning.
- b) Examine how histories become an important concern in post-colonial studies ?
- c) Evaluate how social media aid in digital activism, write an essay providing examples of any recent social movements.
- d) How does Cultural Construction exist in a society ?

(2 × 12 = 24 marks)

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