

THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.A. Mass Communication and Journalism

MCJ 3E 02—TECHNICAL WRITING AND DOCUMENTATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

- a) Manuscript.
- b) User Manual.
- c) Portable Document Format.
- d) Reader-Centered Approach.
- e) Table of Contents.
- f) Technical Writer.
- g) Glossary.

(4 × 4 = 16 marks)

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

- a) Graphic Design.
- b) Technical Documentation.
- c) Document Development Life Cycle.
- d) Reader Centric Approach.
- e) Audience Analysis.
- f) Three stages of technical writing.
- g) Role of Project Manager.

(5 × 8 = 40 marks)

Turn over

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

- a) Describe the basic principles of technical writing and its types.
- b) What is proposal writing ? What are the guidelines to write a persuasive proposal ?
- c) Write a detail note on styles in technical writing and the uses of graphics and illustration in the report.
- d) Write a technical description on any *one* of the following :—
 - (i) Android Mobile Phone.
 - (ii) DSLR Camera.
 - (iii) Adobe Photoshop.

(2 × 12 = 24 marks)

THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.A. Mass Communication and Journalism

MCJ 3E 01—DOCUMENTARY FILM PRODUCTION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

- (a) Kino Pravda.
- (b) Lumier's actualities.
- (c) Travel documentary.
- (d) Docudrama.
- (e) Significance of natural sound in documentaries with an example.
- (f) Shooting script.
- (g) IDSFFK.

(4 × 4 = 16 marks)

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

- (a) What are the principles of visual editing in documentaries ?
- (b) 'Parallel cuts are best ways to communicate intended message for a documentarian'. Illustrate with examples.
- (c) Suggest a documentary plan and prepare a synopsis for a documentary which deals with the issue of 'extreme poverty' in Kerala which is comparatively affluent than many other India states.
- (d) What is your view on using SFX, VFX and animation techniques in documentaries ? Does it go with the principles of documentary film making ?
- (e) AdoorGopalakrishnan and Satyajit Ray are two Indian masters who have contributed significantly to the documentary genre. Evaluate the contributions of any one of these two directors to Indian documentary film making.

Turn over

- (f) The very first production in the genre of documentary is an ethnographic film. What are the characteristics of an ethnographic film ?
- (g) What are the first principles of documentary by John Grierson ?

(5 × 8 = 40 marks)

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

- (a) What are the principles and philosophy of documentary film making ? Explain through various definitions and approaches of documentary films.
- (b) What are different types of documentaries ? Explain the characteristics of each type.
- (c) What are the stages of production of a documentary ? Give a production plan for a documentary on the theme 'Misinformation Spree during the pandemic period'.
- (d) Critically appreciate in terms of content, production and style of any *one* of the following documentaries :
- (i) The Social Dilemma.
 - (ii) Human or Home.
 - (iii) The man with the movie camera.

(2 × 12 = 24 marks)

THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.A. Mass Communication and Journalism

MCJ 3C 03—ON-LINE JOURNALISM

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

- (a) Web Analytics.
- (b) APIs.
- (c) Micro-blogging.
- (d) Web 2.0.
- (e) HTTP.
- (f) Apache.
- (g) LAN.

(4 × 4 = 16 marks)

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

- (a) Social Media Marketing.
- (b) User generated content.
- (c) Cloud computing.
- (d) Digitalization and convergence.
- (e) Multimediality.
- (f) Mobile journalism.
- (g) Citizen journalism.

(5 × 8 = 40 marks)

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

- (a) Discuss the origin and development of on-line journalism in the world, with specific reference to India.
- (b) Elucidate how the content is created for on-line publication.
- (c) Discuss your own experience in maintaining a blog.
- (d) Write an article about the security issues and legal and ethical issues in the on-line media.

(2 × 12 = 24 marks)

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THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.A. Mass Communication and Journalism

MCJ 3C 02—PUBLIC RELATIONS AND CORPORATE COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I*Answer any four questions ; each carries 4 marks.*

- | | |
|------------------------------|-----------------------------|
| a) Employee Relations. | b) Marketing Communication. |
| c) Publicity and Propaganda. | d) PRSI. |
| e) PR Counselling. | f) CSR. |
| g) Media Relations. | |

(4 × 4 = 16 marks)

Part II*Answer any five questions ; each carries 8 marks.*

- Does PR drive marketing or does marketing drive PR ?
- How can we effectively measure PR ?
- Explain the tools of Corporate communication for the external public.
- Mention what is the advantage of in-house PR specialist.
- Explain what is the difference between Advertising and PR specialist.
- Identify the different stages of crisis management.
- Mention any of your favourite forms of marketing and why ?

(5 × 8 = 40 marks)

Part III*Answer any two questions ; each carries 12 marks.*

- What is PR ? Why do we need PR ?
- Explain how to use social media as a PR specialist ?
- List out some of the challenges that PR specialist are facing.
- Define corporate communication. Explain the importance of corporate communication as tool for image building and reputation management.

(2 × 12 = 24 marks)

THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.A. Mass Communication and Journalism

MCJ 3C 01—COMMUNICATION RESEARCH

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

- a) Distinguish between open-ended and close-ended questionnaires.
- b) Explain dependent variables with examples.
- c) Define the term *Plagiarism*.
- d) What is meant by Research Hypothesis ?
- e) Explain Ethnography research design.
- f) Discuss the concept of the Review of Literature.
- g) Differentiate Type I and Type II errors.

(4 × 4 = 16 marks)

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

- a) Distinguish between Parametric and Non Parametric Tests.
- b) Define Probability sampling techniques.
- c) Discuss the advantages and disadvantages of Focus groups discussion.
- d) Explain in brief about impact factor and citation index.
- e) Explain in detail the APA and MLA citation styles.
- f) Briefly explain the Measures of Central Tendency ?
- g) What is a Chi-Square test and how do you interpret a Chi-Square test ?

(5 × 8 = 40 marks)

Turn over

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

- a) Describe the various data collection methods in qualitative research with suitable examples.
- b) Explain the basic steps involved in a research process.
- c) Discuss in detail the different types of research design.
- d) Briefly explain the various types of Probability Sampling methods used in research with suitable examples.

(2 × 12 = 24 marks)

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THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

MCJ

JMC 3C 14—COMMUNICATION RESEARCH

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

*Answer Question I and four others.**All questions carry equal marks.*

- I. Write on any *five* of the following in around 150 words :
 - (a) Sampling error.
 - (b) Research hypothesis.
 - (c) Intercoder reliability.
 - (d) T-test.
 - (e) Pearson's r .
 - (f) Independent, dependent and confounding variables.
 - (g) Impact factor.
- II. Critically evaluate the status of communication research in India especially in the context of mushrooming of PG/research programmes in mass communication.
- III. What is review of literature ? Why is it important in research ?
- IV. Prepare a research proposal to assess the media habits of Covid 19 patients when they were in quarantine.
- V. What is test of significance ? Explain two tests of significance commonly used in communication research.
- VI. 'Writing the final research report is one of the toughest tasks for a researcher'. Explain.
- VII. You are directed to conduct a research on the effectiveness of political advertising in newspapers. What will be your research methodology ? State the reasons for the choice of methodology and also present a blueprint for conducting the research using the methodology.

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION
NOVEMBER 2020**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 3E 02—TECHNICAL WRITING AND DOCUMENTATION

(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 / Part.*
2. *The minimum number of questions to be attended from the Section / Part shall remain same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to maximum weightage of the Section / Part.*

Part A

I. Write any *four* of the following questions. Each carries 2 weightage :

- 1 Interview skills.
- 2 Analytical reports.
- 3 Resume.
- 4 Netiquette.
- 5 Groupware.
- 6 Parallelism.
- 7 Tables.

(4 × 2 = 8 weightage)

Part B

II. Write any *four* short essays. Each carries 3 weightage :

- 8 What are the skills needed to become a good technical writer ?
- 9 Briefly explain the 7Cs of letter writing. -
- 10 Write a proposal seeking funds from University Grants Commission to commence a community radio station in your campus.

Turn over

- 11 What is writer's block ? How does a technical writer overcome such a situation ?
- 12 Explain the Waterfall method of Software Development Life Cycle (SDLC).
- 13 Name the authoring tools used for technical documentation.
- 14 What is indexing ? How does it help technical communication ?

(4 × 3 = 12 weightage)

Part C

III. Write any *two* long essays. Each carries 5 weightage :

- 15 "A well written technical document maintains a suitable level of language". Explain this statement with examples.
- 16 Give a detailed account of the editing process in technical documentation.
- 17 "A well organised user manual is a self explanatory material that requires no more technical assistance for an end user." Exemplify.
- 18 How do technical documents differ from other forms of writing ?

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION
NOVEMBER 2020**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 3E 01—DOCUMENTARY FILM 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 / Part.*
2. *The minimum number of questions to be attended from the Section / Part shall remain same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to maximum weightage of the Section / Part.*

Section A

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

- 1 Nanook of the North.
- 2 India 67.
- 3 Grierson.
- 4 Docudrama.
- 5 IDSFFK.
- 6 Newsreel.
- 7 Fade out.

(4 × 2 = 8 weightage)

Section B

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

- 8 Differentiate the characteristic features of documentary from feature films.
- 9 Explain the contributions of Vertov to Documentary films.
- 10 Briefly explain whether there is any importance of background music in Documentary making.

Turn over

- 11 Explain the basic elements of scripting a documentary.
- 12 Why is research important in documentary making ?
- 13 Documentary can be used as an effective medium for development of the nation. Explain how ?
- 14 What are the various genres of documentary film ?

(4 × 3 = 12 weightage)

Section C

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

- 15 Explain different types of documentaries with examples.
- 16 What are the basic principles of Documentary Editing ? Explain.
- 17 Elaborate on the challenges faced by documentary film makers in India.
- 18 Write a detailed appreciation on any documentary film that you have recently seen.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 3C 04—MEDIA MANAGEMENT AND ENTREPRENEURSHIP

(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 / Part.*
2. *The minimum number of questions to be attended from the Section / Part shall remain same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to maximum weightage of the Section / Part.*

Section A

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

- | | |
|---------------------|-------------------------|
| 1 Circulation. | 2 News deserts. |
| 3 TRP. | 4 Free market economy. |
| 5 SEO. | 6 Vertical integration. |
| 7 Rajdeep Sardesai. | |

(4 × 2 = 8 weightage)

Section B

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

- 8 Explain the important newspaper ownership pattern in media.
- 9 Examine the role of Press Council of India.
- 10 Analyse the role of market research in media management.
- 11 How do you successfully operate a community radio station in your locality ? Explain the strategies to popularize it.
- 12 'Success of a media organization depends on effective financial management.' Discuss.

Turn over

- 13 Describe the branding and promotions required for news organizations in the digital era.
- 14 What are the functions and characteristics of media products ?

(4 × 3 = 12 weightage)

Section C

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

- 15 Discuss the challenges and opportunities of media organizations in the COVID-19 pandemic. How did media houses strategically handle the business scenario ?
- 16 'News media start-ups are bringing in a transformative change in the media landscape.' Elucidate with suitable examples or case study.
- 17 Sketch the importance of different departments of a modern newspaper organization. Explain how they function for the newspaper's effective operation ?
- 18 Evaluate the impact of Foreign Direct Investment (FDI) in broadcast media in India.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION
NOVEMBER 2020**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 3C 03—ONLINE JOURNALISM

(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/Part.*
2. *The minimum number of questions to be attended from the Section/Part shall remain same.*
3. *There will be an overall ceiling for each Section/Part that is equivalent to maximum weightage of the Section/Part.*

Section A

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

- 1 Drupal.
- 2 Podcast.
- 3 Automated journalism.
- 4 Data-mashing.
- 5 Information Architecture (IA).
- 6 News aggregator.
- 7 SEO.

(4 × 2 = 8 weightage)

Section B

II. Write any *four* short essays. Each answer carries 3 weightage :

- 8 Define online ads. Explain three important types of online advertisements.
- 9 Describe the importance and challenges of data journalism with appropriate case studies.
- 10 Critically assess the pros and cons of user generated content and web 2.0 with suitable examples.
- 11 What is the future of news after Covid-19 ? How will new technologies such as AI change the way journalism is practiced ?
- 12 Briefly explain the qualities and responsibilities of an online reporter.

Turn over

- 13 What is CMS ? Write short notes on three CMS of your choice.
- 14 'Smart phone has become an essential tool in the hands of a modern-day journalist.' Comment.
(4 × 3 = 12 weightage)

Section C

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

- 15 How do gathering, processing and presenting the news in traditional journalism differ from that of online journalism ?
- 16 Critically examine the government move to regulate the online news platforms in the context of freedom of speech and expression.
- 17 'Modern news reporter has various sources of information especially social media platforms like WhatsApp and Twitter.' How do these support a journalist in the job ?
- 18 'Citizen journalism got its momentum with the advent of new media technology'. Substantiate your answer with suitable examples.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION
NOVEMBER 2020**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 3C 02—PUBLIC RELATIONS AND CORPORATE 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 / Part.*
2. *The minimum number of questions to be attended from the Section / Part shall remain same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to maximum weightage of the Section / Part.*

Section A

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

- 1 Lobbying.
- 2 Prashant Kishor.
- 3 PRSI.
- 4 Social auditing.
- 5 Employee relations.
- 6 Stakeholder perception.
- 7 Risk communication.

(4 × 2 = 8 weightage)

Section B

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

- 8 Distinguish between propaganda and advertising.
- 9 Describe the essential qualities of a Public Relations practitioner.
- 10 Assess the contributions of Ivy Lee and Edward Bernays to Public Relations.

Turn over

- 11 Discuss the importance of media relations in managing the reputation of a business enterprise.
- 12 What is consumer relationship ? Explain its importance.
- 13 Assess the role of digital media in reaching out to the internal and external publics.
- 14 What are the measures to assess the effectiveness of corporate communication ?

(4 × 3 = 12 weightage)

Section C

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

- 15 'Public Relations can make or break a government'. Assess the importance of Public Relations activities of the Governments.
- 16 Define Public Relations campaign. Elaborate the stages in PR campaign by using appropriate examples.
- 17 Critically examine the uses and misuses of CSR funds.
- 18 What is corporate personality ? Describe with examples the important components of corporate personality by using examples.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 3C 01—COMMUNICATION RESEARCH

(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 / Part.*
2. *The minimum number of questions to be attended from the Section / Part shall remain same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to maximum weightage of the Section / Part.*

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

- 1 Distinguish between longitudinal, panel and trend studies.
- 2 What is an operational definition in research ? Why is it required ? Give an example.
- 3 What is theory in social sciences ? How does it differ from hypothesis ?
- 4 Explain Chronbach's Alpha and Person's r.
- 5 Describe the ways in which content analysis can be performed while analysing TV news.
- 6 What is ANOVA test ?
- 7 What is Plagiarism ? Name any *two* plagiarism checkers.

(4 × 2 = 8 weightage)

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

- 8 Write a note on the linkage between theory, research and practice.
- 9 What is the rationale for using measurement scales in mass media research ? Give examples.
- 10 What is triangulation method ? How does it best used in mass media research ?
- 11 Distinguish between *t*-test and chi-square test.
- 12 Write a note on APA citation style.

Turn over

- 13 What is content analysis ? Suggest ways to do content analysis for a comparative study of newspapers.
- 14 Suggest a methodology for conducting a research on agenda setting functions of media.

(4 × 3 = 12 weightage)

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

- 15 Write a synopsis as research proposal on the broader theme 'The Role of Media in COVID-19 communication campaigns'.
- 16 Write an essay on qualitative research methods. Cite an example with field observation as a major component in research methods and explain how it helps to reach conclusion on the research problem.
- 17 Write notes on the following topics :
 - (a) Sampling techniques.
 - (b) Correlations and regression analysis.
 - (c) Preparation of questionnaire.
- 18 Explain the case study method in mass media research. Cite an example.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.C.J. DEGREE (SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CUCSS)

MCJ

MCJ3E01—WEB JOURNALISM

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer question 1 and four others.

Part A

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

- (a) Clickbait.
- (b) Content aggregation.
- (c) Non-skippable video advertising.
- (d) Citizen Journalism.
- (e) User-Generated Content.
- (f) Infographics.
- (g) Vlogs.
- (h) Fair use.

(6 × 2 = 12 weightage)

Part B

*Answer any four questions.
Each question carries 6 weightage.*

- 2. Access to technologies in itself does not empower people. How would you reflect on digital inequality among technology users?
- 3. Discuss the roles of a journalist in a converged news room environment.
- 4. The narrative of storytelling has changed in the digital news environment as it involves photographs, audio, video, text and interactive features. Explain the statement with examples of multimedia and interactive news reports that you have read.

5. Discuss the procedures involved in :
 - (a) Designing the website ;
 - (b) Developing the website ;
 - (c) Launching it ; and
 - (d) Maintaining it.
6. Comment on some of the ethical issues associated with journalism in the digital era.
7. Write short notes on the following :
 - (a) Digital Divide.
 - (b) Fake News.
 - (c) Authoring tools.
 - (d) On-line communities.
8. If you were to prepare a website to cater to the community needs in your neighbourhood, what are the menus you would like to have in the on-line news website ? What differences would you bring in to the community journalism website in order to distinguish your media from the traditional mainstream news media ?
9. Some news websites moderate comments posted by readers before they are published and some do not. Do you think pre-moderation is a better way to filter comments or would you say that participation should not be restrained ? Substantiate your views.

(4 × 6 = 24 weightage)

**THIRD SEMESTER M.C.J. DEGREE (SUPPLEMENTARY) EXAMINATION
NOVEMBER 2020****(CUCSS)****M.C.J.****MCJ 3C 13—COMMUNICATION RESEARCH****(2014 Admissions)****Time : Three Hours****Maximum : 36 Weightage****Answer Question 1 and four others.****Part A****1. Write short notes on any six of the following. Each question carries 2 weightage :**

- (a) Primary data and secondary data.
- (b) Operational definition.
- (c) Panel survey.
- (d) Ethnography.
- (e) Dependent and independent variable.
- (f) Standard deviation.
- (g) Qualitative research.
- (h) Nominal level and interval level data.

(6 × 2 = 12 weightage)**Part B****Answer any four questions.****Each question carries 6 weightage.**

- 2. Define research. Elaborate the characteristics of research.**
- 3. What is content analysis ? Prepare a scheme to conduct a content analysis of the news stories from North Eastern States published in Malayalam newspapers.**
- 4. Elaborate the dos and don'ts in thesis writing.**

Turn over

5. Examine the scope of artificial intelligence, robotics and big data in mass communication research.
6. What is plagiarism ? How does it undermine the quality of good research ? Give your suggestions to counter plagiarism.
7. Elaborate intensive interview as a research methodology. What are its advantages and disadvantages ?
8. What is the relevance of longitudinal research? Explain the important types of longitudinal research methods.
9. Elaborate the important areas of research in advertising. Discuss the scope and challenges of research in advertising.

(4 × 6 = 24 weightage)

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**THIRD SEMESTER M.C.J. DEGREE (SUPPLEMENTARY) EXAMINATION
NOVEMBER 2020**

(CUCSS)

M.C.J.

MCJ 3C 12—RADIO, TV AND FILM PRODUCTION

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

1. Answer any *six* questions from the following :
- Define modulation. What is the difference between AM and FM ?
 - Trace the common features of Reality Show, Sitcom and Soap Opera.
 - What are the steps involved in the post production of a film ?
 - Explain the features of any video editing software of your choice.
 - Describe the advantages and disadvantages of dubbing and sync sound recording.
 - What are the essential contents of a shooting script ?
 - What are the video transition techniques commonly employed in a visual production ?
 - What is a docufiction ? Is it justifiable to use fictional sequences in documentary production ?

(6 × 2 = 12 weightage)

Part B

Answer any four questions from the following.

- Describe the art of Radio Jockeying. Suggest a run down for a morning programme for an FM station.
- Trace the history and evolution of Television in India.
- What is three point lighting ? Suggest ways to light up the indoor location of a 3-cam shoot.
- 'Although screen play has a significant role in films, the presence of the director makes it a supreme art form'- comment.
- 'The evolution of digital technology has democratised visual communication to a greater extent'- Comment on the revolutionary changes occurred in visual communication and how it has empowered common people to tell their stories.

Turn over

7. Suggest a TV documentary proposal with all requisite elements including budget based / on the hash tag campaign 'Stop Mining, Save Alappad'.
8. Critically analyse in term of content and presentation of political satire programmes in / Malayalam Television.
9. What are various types of documentaries ? Describe the characteristics of each type.

(4 × 6 = 24 weightage)

CHMK LIBRARY UNIVERSITY OF CALICUT

**THIRD SEMESTER M.C.J. DEGREE (SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CUCSS)

MCJ

MCJ 3C11—DEVELOPMENT COMMUNICATION

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer question one and four others.

Part A

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

- (a) Welfare economics.
- (b) David Ricardo.
- (c) Diffusion of innovation.
- (d) Gandhian model of development.
- (e) *Kisan Long March*.
- (f) Decentralised planning.
- (g) MSP.
- (h) Participatory development.

(6 × 2 = 12 weightage)

Part B

Answer any four questions.

Each question carries 6 weightage.

2. What is dominant paradigm of development? Discuss its shortcomings.
3. Examine the role of traditional media in communicating issues of development among subaltern population.
4. What is sustainable development ? Discuss its scope, relevance and challenges.
5. Critically analyse the development models of Adam Smith and Rostow.

Turn over

6. Discuss the role played by ICT in development by citing recent case studies/examples.
7. Explain the major characteristics of developing and developed countries by applying the indicators of development.
8. Discuss the major barriers to development from the Indian context.
9. Present an overview of the pro-development programmes in Indian television and its overall effectiveness on the audience.

(4 × 6 = 24 weightage)

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