

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4C 04—DIGITAL JOURNALISM.

Time : Two Hours

Maximum : 60 Marks

Section A

*Answer at least **eight** questions.*

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. E-zine.
2. WWW.
3. Wikipedia.
4. Cyber ethics.
5. Vodcasting.
6. Cyber bullying.
7. www.hindu.com.
8. Online content editor.
9. Content developer.
10. Big data.
11. Digital archive.
12. Online presence.

(8 × 3 = 24 marks)

Section B

*Answer at least **five** questions.*

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Types of digital media.
14. E-groups.
15. Micro-blogging.
16. Cyber culture.
17. Data Journalism.
18. Types of online content.
19. Online data sources.

(5 × 5 = 25 marks)

Section C

*Answer any **one** question.*

The question carries 11 marks.

20. Discuss the important skills required for a data journalist. Also analyse the tools for data journalists.
21. Examine the scope of digital journalism in India.

(1 × 11 = 11 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Mass Communication and Journalism

JOU 4(3) C02—INTRODUCTION TO TV AND CINEMA

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Tilting.
2. ECU.
3. Production designer.
4. Lipsync.
5. Light meter.
6. Storyboard.
7. Voice over.
8. News magazine.
9. Colouring.
10. Rashomon.
11. Lok Sabha TV.
12. Teleprompter.
13. Pather Panchali.
14. News editor.
15. Rhythmic montage.

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Give a short note on the defining features of films by Kim Ki Duk.
17. What are the scope and limitations of television in the internet era ?
18. What is the importance of three point lighting in film making ?
19. What are the contributions of Lumiere Brothers to cinema ?

Turn over

20. 'Ritwik Ghatak established a reputation as an anti-establishment director with his movies'. Comment.
21. What are the factors that lead to the emergence of German expressionism ?
22. Critically evaluate any one of the films directed by K. G. George.
23. 'Scripting for different types of television programs demand different skills, varied styles and language'. Elaborate.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

- 24 Detail the organizational structure of the News department of a television channel.
- 25 List and explain different types of montage in the Odessa steps sequences of 'Battleship Potemkin'
- 26 Give an overview of the parallel cinema in Malayalam during the late seventies and early eighties of the last century.
- 27 What are the important activities of the post production stage of Film making ?

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4 (3) C03—MASS MEDIA IN WEST ASIA

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Non-linear editing.
2. Above the line personnel.
3. Match Cut.
4. Docudrama.
5. Sequence.
6. Al Ahram.
7. The Saudi Press Agency.
8. Jafar Panahi.
9. Dubai Media City.
10. Nadine Labaki.
11. Treatment.
12. The Jerusalem Post.
13. Swish Pan.
14. VOP.
15. Al-Baath.

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Write a brief note on the significance of 'shot division' in Film production.
17. Explain the term 'schedule' in shooting and the importance of it in movie production ?
18. Discuss the significance of research in documentary film making.
19. Explain the role and importance of Al Jazeera in West Asian media landscape.
20. What are the reasons that lead to the decline of Yeşilçam in Turkey ?
21. What are the major differences between hard lights and soft lights ?
22. Critically review any one of the films directed by Asghar Farhadi.
23. Discuss how the films by Yousuf Chahine made a significant space for Egyptian cinematic realism.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Write a brief analysis of the major achievements of the Middle East film makers.
25. What are the basic camera shots ? Explain with illustrations.
26. Examine the nature and purpose of film censorship and how it is practiced in Middle East Cinema.
27. Discuss the features of New Iranian cinema. Write a note on any two directors of this genre.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4 (3) C01—JOURNALISTIC PRACTICES

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Outline.
2. Harold Evans.
3. Hour glass.
4. Speciality reporting.
5. AFP.
6. Middle.
7. Skyline.
8. In Design.
9. House journal.
10. PSA.
11. Jingle.
12. Pocket cartoon.
13. Circulation Department.
14. Kevin Carter.
15. Travelogue.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Answer Type)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Examine the role and challenges of a freelance.
17. Describe the advantages and disadvantages of inverted pyramid style of reporting.
18. Elaborate the difference between straight reporting and interpretative reporting.
19. Why do we need to design a newspaper ?
20. Explain the role of ASCI.
21. What is CSR ? How does it make business entities more accountable ?
22. Analyse the role of an advertising agency ?
23. Elaborate the important principles of copywriting.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically analyse the effects of advertising. Describe your answers with appropriate examples.
25. Elaborate the role and relevance of PR for a government.
26. A good investigative report is the result of months of research and painstaking efforts. Elaborate the above statement by citing examples.
27. Sub-editor is the unsung hero of a newspaper. Discuss.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021****Mass Communication and Journalism****JOU 4B 06—RADIO PRODUCTION****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Ad-libbing.
2. Promo.
3. ABU.
4. DRM.
5. July 23, 1927.
6. Mann ki Baat.
7. Simulcast.
8. Streaming.
9. Crossfade.
10. Payola.
11. Spectrum.
12. Audacity.
13. Chat show.
14. Newsreel.
15. Off-mike.

(10 × 3 = 30 marks)**Turn over**

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Differentiate between pitch and loudness.
17. Write a note on the popular radio programme-Binaca Geetmala.
18. Write a short note on Special effects.
19. How do you plan an interview for Radio ?
20. What is Trough ? Explain.
21. Write a short note on the structure of a radio news bulletin.
22. Why does sound travel faster in solids ?
23. FM radio channels have changed the face of Indian radio broadcasting. Discuss.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Discuss the future of radio in India with reference to the changing technologies.
25. Discuss the role of radio news editor and news producer.
26. "AIR has played a key role in nation building." Elucidate.
27. Discuss the characteristics of Radio as a mass medium.

(2 × 10 = 20 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Mass Communication and Journalism

JOU 4B 05—DESIGN AND PAGINATION

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Broadsheet.
2. Imprint.
3. Strapline.
4. Stand Alone photo.
5. Mortis.
6. Embargo.
7. Rehash.
8. Gutter space.
9. Super lead.
10. Nameplate.
11. Modular lay out.
12. Op Ed.
13. Navigator.
14. Reverse S.
15. Snippets.

(10 × 3 = 30 marks)

Section B (Paragraph Answer Type)*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. How do the preparations of Dummy help in pagination?
17. DTP itself is getting out fashioned in the current context- In what ways will it affect the process of text design ?
18. What are your suggestions to make the sports page of newspaper more vibrant ?

Turn over

19. News flow demands flexibility in the page make up - How will you positively meet the challenges of the situation ?
20. What are the effects and innovations you find in current page designs ?
21. Info graphics have started reinventing to accommodate more visual and digital aspects in many forms even in print- Elucidate with examples.
22. What are your comments to improve the visual content of a newspaper strictly following the principles for an effective lay out ?
23. Photo editing needs high amount of aesthetical and ethical concerns while designing-Elucidate.

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Explain the functions and principles of design and pagination.
25. Elaborate various types of make ups. Also share your critical remarks and revisions on these existing notions.
26. Compare the front pages of two national dailies of your choice, pin pointing each element of effective design.
27. Prepare a Page 1 Dummy with necessary components as per the news values. The page has one advertisement of size 20 × 4. The news items are given as one lines which may be elaborated with ethical concerns. Photographs for the given items also may be incorporated by giving due weightage to the events.

News items :

- a) Covid spread in the state.
- b) Covid status - Indian context.
- c) Economic packages declared by central and state govt.
- d) Rain havoc killing 6 people in the state.
- e) Containment zone declaration in the wards of your district.
- f) Friction across the line of control.

(2 × 10 = 20 marks)

FOURTH SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

M.A. Mass Communication and Journalism

MCJ 4E 03—POLITICAL ECONOMY OF INDIAN MEDIA

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

- a) Classical Political Economy.
- b) Legal monopoly.
- c) Cultural realism.
- d) Electronic colonialism.
- e) Propaganda.
- f) DRM.
- g) Frankfurt School.

(4 × 4 = 16 marks)

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

- a) Political economy according to Adam Smith.
- b) Mechanical reproduction of Art.
- c) State nationalism.
- d) Digital Millennium Copyright Act.
- e) Audience Commodity concept.
- f) Invisible triangle.
- g) Dependency world systems theory.

(5 × 8 = 40 marks)

Turn over

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

- a) Draft an essay on PE/C approaches British European approach, North American approach, third world approach.
- b) Write an essay on the impact of media convergence in day today life.
- c) Draft an essay on the forms of knowledge and ways of knowing in early modern India.
- d) Select a media company that interests you, in what ways has this company undergone the process of westernization throughout its history ? Has this process made the company more efficient ? Substantiate.

(2 × 12 = 24 marks)

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FOURTH SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

M.A. Mass Communication and Journalism

MCJ 4E 02—PHOTO JOURNALISM

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

- a) Fast shutter in sports photography.
- b) Aperture, Shutter speed and ISO.
- c) Rule of thirds.
- d) Colour temperature.
- e) Framing and composition.
- f) Resolution in photography and its importance.
- g) Kanu Gandhi.

(4 × 4 = 16 marks)

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

- a) Write a note on any two international news photographers.
- b) Briefly describe the origin and development of photography.
- c) How photographers should be vigilant when photographing sensitive issues ? Explain on the basis of a recent issue.
- d) How view finders are working in normal DSLR camera and mirrorless camera ? Explain with a pictorial presentation.
- e) Lights are used to project emotions. Explain with examples.
- f) Briefly explain any five tools in a photo editing software.
- g) What is Three-point lighting ?

(5 × 8 = 40 marks)

Turn over

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

- a) Explain the scope and significance of photo journalism.
- b) Based on any well-known photograph, explain how photographs make an impact in the society.
- c) What are the parameters that you will use for the critical evaluation of a photograph ?
- d) Critically Evaluate the works of any two notable photojournalists in Kerala.

(2 × 12 = 24 marks)

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FOURTH SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

M.A. Mass Communication and Journalism

MCJ 4C 02—FILM STUDIES

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

- a) Apparatus Theory.
- b) Cinema Verite.
- c) Queer Theory.
- d) Semiotics.
- e) Formalist theory.
- f) Feminist theory.
- g) Continuity editing.

(4 × 4 = 16 marks)

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

- a) Popular entertainment cinema.
- b) Parallel cinema.
- c) New generation cinema.
- d) French new wave cinema.
- e) Un Chien Andalou.
- f) Nos Feratu.
- g) Rashomon.

(5 × 8 = 40 marks)

Turn over

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

- a) Sound in Cinema has become a very important element in the last two decades and now the person in charge of sound is called 'sound designer'. Discuss the various theories of sound in cinema by citing examples from international and national movies.
- b) Discuss the visual semiotics of cinema by citing specific scenes from movies which excellently used cinematography, settings, color, lighting and editing to convey meanings.
- c) Present a comparative analysis of *Bicycle Thieves* and *Breathless*.
- d) Analyze critically the socio political focus of contemporary Iranian movies.

(2 × 12 = 24 marks)

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**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4C 04—DIGITAL JOURNALISM

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. _____ is an example of search engine.
2. _____ is present Union Minister for Information and Broadcasting.
3. Virtual reality is a term that applies to computer-simulated _____ .
4. _____ advertisement appears on its own window when a user opens or closes a web page.
5. _____ invented WWW.
6. One of the examples for social media is _____ .
7. Information Technology Act was enacted in the year _____ .
8. Cyber bullying is a _____ .
9. _____ coined the term Global Village.
10. Plagiarism means _____ .

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What is WWW ?
12. Web 2.0.
13. Define broadband.

Turn over

14. What is citizen journalism ?
15. Define Blogger.
16. What is XML ?
17. Define digital marketing.
18. What is E-journalism?
19. Define independent media.
20. What is cyber culture ?

(8 × 2 = 16 marks)

Part C

*Answer any six questions.
Each question carries 4 marks.*

21. Explain the role of social media in social and political movements.
22. Describe the challenges of digital media.
23. What is the influence of social media on children ?
24. What is E-journal ? What is its future ?
25. Write a note on digital marketing.
26. Present your perceptions on 'freedom of expression and right to privacy in the digital platforms.
27. Elaborate the concepts of cyber culture and cybernetics tradition
28. Describe the steps involved in creating a blog ?
29. Explain the following :
 - i) Cyber ethics ; ii) Newsfeeds ; iii) Virtual reality ; and iv) Podcasting.
30. Explain the following topics :
 - i) Visualising data ; ii) Search engine ; iii) Global village ; and iv) Digital culture.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

31. Describe the significance of new media in globalization and global communication.
32. What is big data ? How can big data be a challenge and an opportunity ?
33. Elucidate the process of online content development.
34. Assess the important provisions of Information Technology Act in India.

(2 × 15 = 30 marks)

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**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 3C 03 AND JOU 4C 03—ELECTRONIC MEDIA AND MASS MEDIA IN WEST ASIA

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all the following.
Part I and Part II must be attended separately.
Each question carries ½ mark.*

PART I

1. R. J. Stands for _____.
2. Radio Mango is owned by _____.
3. News bulletin.
4. Camera angle.
5. Radio Drama.
6. Who is the anchor of the popular TV show, 'Media Scan' ?

(6 × ½ = 3 marks)

PART II

7. Samira Makhmalbaf.
8. The Gulf Times.
9. Dubai Media City.
10. MED TV.
11. Tehran Times.
12. JTA.

(6 × ½ = 3 marks)

Turn over

Section B

*Answer any five of the following from each part.
Each question carries 2 marks.*

PART I

13. Advantages of story board.
14. What is video jockeying ?
15. What is animation ?
16. SFX.
17. Co-producer
18. Documentary

(5 × 2 = 10 marks)

PART II

19. SPA.
20. Jafer Panahi.
21. The Jerusalem Post.
22. IRIB.
23. Majid Majidi.
24. Al-Baath.

(5 × 2 = 10 marks)

Section C

*Answer any three of the following from each part.
Each question carries 5 marks.*

PART I

25. What are the do's and don'ts of radio script writing ?
26. Explain the important radio formats.
27. Differentiate between short films and feature films.
28. Write a note on the principles of television news writing.

(3 × 5 = 15 marks)

PART II

29. Write a brief account of MBC.
30. Trace the evolution of Turkish Daily News.
31. Briefly write an overview of Nile FM.
32. Describe the contributions of Al-Jazeera TV.

(3 × 5 = 15 marks)

Section D

*Answer any one of the following from each part.
Each question carries 12 marks.*

PART I

33. Explain various stages in film making.
34. Detail various types of television programmes.

(1 × 12 = 12 marks)

PART II

35. "Analyse on cinematic contributions of Mohsen Makhmalbaf".
36. Give an overview of important media organizations in West Asia.

(1 × 12 = 12 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A**PART I**

*Answer all questions.
Each question carries ½ mark.*

Choose the correct answer from the choices given :

1. *Home* movie is directed by :
 - a) Adoor Gopalakrishnan.
 - b) Mahesh C Narayanan.
 - c) Rojin Thomas.
 - d) Anjaly Menon.
2. Train to Busan is a :
 - a) Japanese Movie.
 - b) Indian Movie.
 - c) Korean Movie.
 - d) Turkish Movie.
3. A _____ is a camera shot with a tilt on the camera's roll axis.
 - a) Dutch angle
 - b) Zoom in
 - c) Low angle
 - d) High angle
4. Intensity or brightness of light is referred to as :
 - a) Quality of background.
 - b) Quality of light.
 - c) Hard light.
 - d) Soft light.
5. Experimental cinema is also known as _____.
 - a) Avant-Garde.
 - b) Film experiments.
 - c) Diaspora cinema.
 - d) Cross-over cinema.
6. Who is the chairperson of CBFC as of 2021 ?
 - a) Leela Samson.
 - b) Praseon Joshi.
 - c) Pahlaj Nihalani.
 - d) Ravinder Bhakar.

(6 × ½ = 3 marks)

Turn over

PART II

*Answer all questions.
Each question carries ½ mark.*

Choose the correct answer from the choices given :

7. NeeStream is a _____.
- a) OTT Platform. b) Social media platform.
c) Blog. d) Operating System.
8. The 'fleets' feature was discontinued by :
- a) Facebook. b) Twitter.
c) Instagram. d) Whatsapp.
9. _____ launched Wikipedia.
- a) Jimmy Wales. b) Donald Walts.
c) Robert Taylor. d) Thomas Marill
10. Expand XML :
- a) Xerox Markup Language. b) Hypertext Markup Language.
c) Extensible Markup Language. d) Moveup Language.
11. The defamation by written or printed words, pictures or in any form other than by spoken word gestures is _____.
- a) Slander. b) Libel.
c) Obscenity. d) Spam.
12. Patents primarily comes under _____.
- a) Property rights. b) Intellectual Property rights.
c) Fundamental Rights. d) Livelihood rights.

(6 × ½ = 3 marks)

Section B

PART I

*Write very short notes on any five of the following.
Each question carries 2 marks.*

13. John Abraham.
14. Workers Leaving the Lumiere Factory in Lyon.
15. Establishing shot.
16. Key light and fill light.

17. Charlie Chaplin.
18. Bird's-eye shot.

(5 × 2 = 10 marks)

PART II

*Write very short notes on any five of the following.
Each question carries 2 marks.*

19. Multimedia.
20. News portals.
21. Online reporting.
22. Cyber stalking.
23. Digital divide.
24. Mark Zuckerberg.

(5 × 2 = 10 marks)

Section C

PART I

*Write short essays on any three of the following.
Each question carries 5 marks.*

25. Alfred Hitchcock movies.
26. Trends in Malayalam cinema.
27. Italian neo-realism.
28. Functions of camera movements.

(3 × 5 = 15 marks)

PART I

*Write short essays on any three of the following.
Each question carries 5 marks.*

29. Explain the most popular social networking sites and their features.
30. Explain with examples the concept: media convergence.
31. Online media is often termed as the fifth estate of democracy. Discuss.
32. 'Click-baits increase viewership of digital content.' Critically analyse the ethical aspects of click-baits.

(3 × 5 = 15 marks)

Turn over

Section D**PART I**

*Answer any **one** of the following in about 400 words.
Each question carries 12 marks.*

33. Discuss with examples the impact of film release switching over to OTT platforms.
34. Describe the basics of cinematography and the process of film-making.

(1 × 12 = 12 marks)

PART I

*Answer any **one** of the following in about 400 words.
Each question carries 12 marks.*

35. 'Digital technologies have brought dynamic changes in teaching and learning.' Discuss.
36. 'New media has emerged as the biggest contributor of global news-flow'. Discuss the changes happening in global news flow.

(1 × 12 = 12 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA****(2017 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B) and (C) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA

(Multiple Choice Questions for SDE Candidates)

1. The Documentary Nanook of the North was directed by _____.
(A) Robert Flaherty. (B) John Grierson.
(C) Richard Attenborough.
2. The first silent South Indian feature film :
(A) Keechaka Vadham. (B) Jamai Shashthi.
(C) Ayodhecha Raja.
3. National Film Awards were introduced in _____.
(A) 1952. (B) 1954.
(C) 1956.
4. The word documentary was coined by _____.
(A) John Grierson. (B) Pare Lorentz.
(C) Louis Doyen.
5. Kim Ki Duk's documentary film _____ received an award for best film in the UN Certain Regard category at the Cannes Film Festival
(A) Arirang. (B) The Isle.
(C) 3-Iron.
6. Satyajith Ray's first film is _____.
(A) The Inner Eye. (B) Ganashatru.
(C) Pather Panchali.
7. One continuous recording by the camera is known as :
(A) Shot. (B) Scene.
(C) Sequence.

8. A _____ reveals the individual details of a scene.
- (A) Long Shot. (B) Medium Shot.
(C) Close up Shot.
9. The colour of the light is also known as :
- (A) Colour generator. (B) Colour temperature.
(C) Colour intensity.
10. Key light is also known as :
- (A) Main light. (B) Fill light.
(C) Back light.
11. _____ Created Linux.
- (A) Stephen Kent. (B) Linus Torvalds.
(C) Donald Watts Davies.
12. The term used to denote the volume of data that can be transmitted across a line :
- (A) Backup. (B) Backbone.
(C) Bandwidth.
13. A list of blog names that a blogger publishes in the sidebar :
- (A) Blogosphere. (B) Blogger.
(C) Blogroll.
14. The term 'weblog' was coined by :
- (A) Peter Merholz. (B) Jorn Barger.
(C) Evan Williams.
15. _____ gives the name of the reporter or the agency that has filled the report.
- (A) Tags. (B) Credit line.
(C) Date line.

16. _____ provides a list of related facts.
- (A) List lead. (B) Number lead.
(C) Anecdote lead.
17. The Supreme Court quashed Section _____ of the Information and Technology Act in 2015.
- (A) 64 A. (B) 66 A.
(C) 68 A.
18. The fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information :
- (A) Cracking. (B) Phishing.
(C) Stalking.
19. _____ contains detailed procedure for installing a product.
- (A) Software Guide. (B) Procedure Guide.
(C) Installation Guide.
20. Expand the abbreviation VOIP :
- (A) Voice Over Internet Protocol. (B) Voice outside internet presence.
(C) None.

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 3C 01 AND JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all the following from Part I and Part II.

PART I

1. Doctrina Christa.
2. Dig Darshan.
3. K Sukumaran.
4. *Over A Cup of Tea.*
5. *Devil's Advocate.*
6. Anand Patwardhan.

(6 × ½ = 3 marks)

PART II

7. Jingle.
8. Piyush Pandey.
9. CSR.
10. Pre-test.
11. Advertising campaign.
12. Pop up ads.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any five from each part in not more than 30 words.

PART I

13. Censorship during Indian emergency (1975-77).
14. *Kerala Patrika*.
15. Ram Nath Goenka.
16. Prasar Bharati.
17. Contributions of H S Bhatvadekar.
18. *NjanaNikshepam*.

(5 × 2 = 10 marks)

PART II

19. House Journal.
20. Ogilvy and Mather.
21. Break the Chain.
22. PSA.
23. Brand.
24. Ad appeals.

(5 × 2 = 10 marks)

Section C

Answer any three from each part in not more than 100 words.

PART I

25. Assess the contributions of James Silk Buckingham to Indian journalism.
26. How does community radio promote empowerment at the micro level ?
27. 'Hermann Gundert's contributions to Malayalam journalism is not acknowledged enough in Kerala.'
Discuss
28. What is the relevance of Gandhian journalism in today's context ?

(3 × 5 = 15 marks)

PART II

29. Trace the evolution and growth of Public Relations.
30. 'A crisis can make or break an organization.' Discuss the importance of crisis communication in Public Relations.
31. What is an advertorial ? How is it different from an editorial ?
32. Explain the important principles of illustration in an advertising copy.

(3 × 5 = 15 marks)

Section D

Write an essay on any one from each part in not more than 300 words.

PART I

33. Analyse the history of Malayalam films and its increasing popularity in the OTT era ?
34. Trace the evolution of *Malayala Manorama* and its impressive growth story.

(1 × 12 = 12 marks)

PART II

35. Why do organizations require Public Relations ? What are expected from a professional PR team ?
36. 'ASCI acts as a standardizing and self-regulatory body of advertising in India.' Discuss.

(1 × 12 = 12 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 4B 06—RADIO PRODUCTION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions not exceeding 50 words.

Each question carries 3 marks.

1. Satellite radio.
2. Frequency.
3. Disc Jockey.
4. Fitch.
5. Sound Forge.
6. ABU.
7. Public Service Broadcasting.
8. Chat show.
9. Longitudinal wave.

(5 × 3 = 15 marks)

Part B

Answer any seven questions not exceeding 100 words.

Each question carries 5 marks.

10. Examine the effectiveness of sound effects in a radio programme.
11. How is the role of RJ become different from that of a radio announcer ?
12. 'Nowadays radio is listened more on mobile apps.' Elaborate.
13. What are the various news formats used by All India Radio ?

Turn over

14. Explain the challenges faced by a radio news room editor.
15. Discuss the various points to be kept in mind while preparing and delivering a radio talk.
16. 'Radio is termed as a mass medium.' Explain.
17. Describe the different types of internet radios currently available for public.
18. Differentiate between AM and FM mode of broadcasting. Give examples also.
19. Explain the concept of community radio.
20. 'Radio is a blind medium.' Discuss.
21. Explain any *two* radio formats commonly used by public service broadcasters.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. 'With the rise of social media, the traditional media is taking a back seat. Discuss.
23. Discuss in detail the characteristics of radio medium.
24. Elaborate the impact of digital technology in radio broadcast.
25. 'Writing for radio drama is different from writing for a stage drama.' Elaborate this statement by highlighting the advantages of radio drama with suitable examples.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

Mass Communication and Journalism

JOU 4B 05—DESIGN AND PAGINATION

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer any five questions each not exceeding 50 words.**Each question carries 3 marks.*

1. Tabloid.
2. White Balance.
3. Contrast.
4. DTP.
5. PDF.
6. Layer.
7. Cover page.
8. Infographics.
9. Export.

(5 × 3 = 15 marks)

Part B*Answer any seven questions each not exceeding 100 words.**Each question carries 5 marks.*

10. Explain the various page layout formats.
11. Give a short note on various principles of artistic design.
12. Describe the essentials of typography.
13. Explain the Dos and Don'ts of page layout and design.
14. What are the various types of page make up ?
15. Analyse the differences between digital and traditional page makeup process.
16. Briefly explain the appropriate use of colours in layout.
17. Describe various pages of a newspaper and how these pages differ from one another from a pagination perspective.
18. List the various page designing softwares and their significance.
19. Elaborate the role and function of layout and designing of newspapers.

Turn over

20. Assess the layout and design of the Sunday edition of a newspaper of your choice.
21. Discuss digital file formats used in layout and designing with suitable examples.

(7 × 5 = 35 marks)

Part C

*Answer any two questions each not exceeding 400 words.
Each question carries 15 marks.*

22. Elaborate the various steps and process of page layout of magazines.
23. Describe the leading trends in page makeup. What are the opportunities in page layout and designing ?
24. Elucidate with examples the innovations and special effects introduced in pages.
25. Discuss the process of designing web pages and how it differs from normal page layout design.

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer any five questions not exceeding 50 words.**Each question carries 3 marks.*

1. Kinetoscope.
2. George Melies.
3. *The Jazz Singer*.
4. *Nanook of the North*.
5. Dubbing.
6. Hypertext.
7. ARPANET.
8. Cyberspace.
9. HTML.
10. Data mining.

(5 × 3 = 15 marks)

Part B*Answer any seven questions not exceeding 100 words.**Each question carries 5 marks.*

11. Describe the three point lighting system.
12. Analyse the important camera angles. What are the meaning generated by each of these camera angels ?
13. Why do you consider Charlie Chaplin as great master of cinema ?
14. With appropriate examples distinguish between new wave and commercial cinema.
15. Describe the important features of Italian Neo-realism.
16. Define visual language. What all elements constitute visual language ?
17. Trace the evolution of internet.
18. How do digital media pose threats to traditional media ?

Turn over

19. What are the important news determinants in digital reporting ?
20. Define a blog. How does it become a platform for self expression ?
21. Describe the online news editing process.
22. Examine the different stages of techwriting.

(7 × 5 = 35 marks)

Part C

*Answer the following questions not exceeding 400 words.
Each question carries 15 marks.*

23. Trace the history of world cinema upto the II World War.

Or

Discuss the important things done at the pre-production stage of film making.

24. Describe the important characteristics of new media.

Or

Describe the online editing requirements. How does online editing differ from newspaper editing ?

(2 × 15 = 30 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA****(2014 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B) and (C) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 02 AND JOU 4C 02—FUNDAMENTALS OF CINEMA AND INTRODUCTION TO
NEW MEDIA

(Multiple Choice Questions for SDE Candidates)

1. The first film makers in the history were _____.
 - (A) Thomas Edison and William Dickson.
 - (B) Louis and Auguste Lumiere.
 - (C) Skladanowsky Brothers.
2. The father of Indian Cinema :
 - (A) Dadasaheb Phalke.
 - (B) Ardeshir Irani.
 - (C) Debaki Bose.
3. Bicycle Thieves is directed by _____.
 - (A) Vittorio De Sica.
 - (B) Robert Wiene.
 - (C) Sergie Eisenstein.
4. Charlie Chaplin's first feature length film was _____.
 - (A) The Kid.
 - (B) A Woman of Paris.
 - (C) The Gold Rush.
5. _____ is known as 'The Master of Suspense'.
 - (A) Alfred Hitchcock.
 - (B) Charlie Chaplin.
 - (C) Akira Kurosawa.
6. Which was the debut film of Adoor Gopala Krishnan ?
 - (A) Elippathayam.
 - (B) Kathapurushan.
 - (C) Swayamvaram.
7. G. Aravindan received the national award for _____ film in 1985.
 - (A) Chidambaram.
 - (B) Vastuhara.
 - (C) Uttarayanam.

8. A shot used to follow the movement of the subject or to reveal a location is known as _____.
- (A) Zooming. (B) Dollying.
(C) Tracking.
9. Dutch tilt is also known as :
- (A) Horizon angle. (B) Slanted.
(C) Full angle.
10. Music Director of Pather Panchali directed by Sathyajit Ray is :
- (A) Pandit ravi Shankar. (B) Anand Bakshi.
(C) Bhupen Hazarika.
11. _____ invented the email program to send messages across a distributed network.
- (A) Donald Watts Davies. (B) Ray Tomlinson.
(C) Robert Taylor.
12. The World Wide Web is made available to the public for the first time in _____.
- (A) 1971. (B) 1981.
(C) 1991.
13. The text or images that have the web address embedded in them :
- (A) Uplink. (B) Downlink.
(C) Hyperlink.
14. Instagram was created by _____.
- (A) Kevin Systrom and Mike Krieger (B) Lawrence Roberts and Thomas Marill
(C) Paul Baran and Donald Davies.
15. _____ is a business-oriented social networking service.
- (A) Pinterest. (B) LinkedIn.
(C) Instagram.

16. _____ is the identification of the source of reported information.
- (A) Interpretation. (B) Attribution.
(C) Corresponded.
17. _____ is a digital wall built between a private network and the internet.
- (A) Firefox. (B) Firewall.
(C) Firefly.
18. Technical writing emphasis is on _____.
- (A) Beauty. (B) Utility.
(C) Creativity.
19. A letter written to an employer that briefly states why a job applicant should be considered for a position :
- (A) First draft. (B) Cover letter.
(C) Correspondence copy.
20. Manual written for repair technicians :
- (A) Tutorials. (B) Service manuals.
(C) Proposal.

FOURTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 3C 01 AND JOU4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING****(2014 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 3C 01 AND JOU4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING

(Multiple Choice Questions for SDE Candidates)

1. Who is described as the father of Indian film ?
 - (A) K A Abbas.
 - (B) Phalke.
 - (C) R G Torney.
 - (D) Satyajit Ray.
2. The highest film award instituted by the Government of :
 - (A) Prem Nazir award.
 - (B) Thikkurassi Award.
 - (C) J C Daniel award.
 - (D) John Abraham award.
3. J. Gopikrishnan who unearthed the 2G spectrum scandal was a reporter of _____.
 - (A) The Times of India.
 - (B) The Pioneer.
 - (C) The Telegraph.
 - (D) DNA.
4. Which was the first 24 hours news channel in Malayalam ?
 - (A) Asianet news.
 - (B) India Vision.
 - (C) Surya.
 - (D) Kairali.
5. Frequency Modulation (FM) Radio was invented by ?
 - (A) Edwin. H. Armstrong.
 - (B) Jacques Diouf.
 - (C) Andy Zeollick.
 - (D) Mckarthy wolf.
6. Right to Information ACT (RTI) applies to all the states and UTs of India except :
 - (A) Kerala.
 - (B) Jammu & Kashmir.
 - (C) Goa.
 - (D) Nagaland.
7. Who is director of Appu Trilogy ?
 - (A) Mahesh Bhatt.
 - (B) Adoor Gopalakrishnan.
 - (C) Satyajit Ray.
 - (D) Ritwik Ghatak.

8. PTI started functioning in _____.
- (A) 1947. (B) 1948.
(C) 1949. (D) 1950.
9. Who is generally described as the unsung hero of a newspaper ?
- (A) Reporter. (B) Sub editor.
(C) News editor. (D) Chief editor.
10. Inverted pyramid style of reporting emerged during _____.
- (A) American Civil War. (B) Falkland War.
(C) Russian revolution. (D) French revolution.
11. Name the most popular publication of Mahatma Gandhi :
- (A) Harijan. (B) Mahratta.
(C) Herald. (D) Deenabandhu.
12. _____ is the second largest circulated newspaper in Malayalam.
- (A) Malayala Manorama. (B) Mathrabhumi.
(C) Madhyamam. (D) Kerala Kaumudi.
13. Name the advertising and publicity agency of the Central Government :
- (A) PIB. (B) DAVP.
(C) IPRD. (D) I & B.
14. A face to face interaction with press persons is called _____.
- (A) Press conference. (B) Press mediation.
(C) Media tour. (D) Press forum.
15. Official representative of an organization who deals with journalists and media is called _____.
- (A) PR Executive. (B) CEO.
(C) Spokesperson. (D) Proprietor.

16. Expand SWOT :

- (A) Strongpoints Weakpoints Opportunities and Threats.
- (B) Strengths Weaknesses Occasions and Thresholds.
- (C) Strengths Weakpoints Occasions and Threats.
- (D) Strengths Weaknesses Opportunities and Threats

17. Actor Mammooty is the brand ambassador of :

- (A) South Indian Bank.
- (B) Federal Bank.
- (C) SBT.
- (D) Dhanalakshmi.

18. Which of the following English newspaper is not published Kerala ?

- (A) Deccan Chronicle.
- (B) The Times of India.
- (C) Deccan Herald.
- (D) The New Indian Express.

19. A term used for print advertising that extends all the way to the edge of the page with no margin :

- (A) Bleed.
- (B) Agate Line.
- (C) Billboard.
- (D) Gutter.

20. Which of the following is typical MNC ?

- (A) Hindustan Uniliver.
- (B) V-Guard.
- (C) Ashok Leyland.
- (D) Hindustan Motors.

FOURTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2021**Mass Communication and Journalism****JOU 3C 01 AND JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE
COMMUNICATION AND ADVERTISING**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all the following (Part I and Part II must be attended separately).***Part I**

1. _____ is the newspaper started by Mahatma Gandhi while he was in South Africa.
2. The first Press Commission was headed by Justice _____.
3. _____ was the founder editor of Mathrubhumi.
4. _____ was the first radio station in Kerala.
5. The highest film award in Malayalam is named after _____.
6. _____ is the first Malayalam film released in the OTT platform.

(6 × ½ = 3 marks)

Part II

7. Expand IPRD.
8. Jelitta is a leading _____ in Kerala.
9. _____ is a print advertisement that provides information on a dry matter of fact manner.
10. _____ is a graphic mark or emblem aimed to instant public recognition.
11. The use of satisfied customers to endorse a product in advertising is called _____.
12. _____ is a short song or tune used in advertising.

(6 × ½ = 3 marks)

Section B*Answer any five from each part in not more than 30 words.***Part I**

13. Fake news.
14. *Amrita Bazar Patrika.*
15. Devji Bhimji.

Turn over

16. Raghu Rai.
17. Broadcast code.
18. Adoor Gopalakrishnan.

(5 × 2 = 10 marks)

Part II

19. Ivy Lee.
20. Audience communication.
21. Corporate personality.
22. Surrogate advertisement.
23. Copywriting.
24. Pop-up advertisement.

(5 × 2 = 10 marks)

Section C

Answer any three from each part in not more than 100 words.

Part I

25. Describe the role played by Hicky as the founder editor of Bengal Gazette.
26. Explain the status of magazine journalism in Malayalam.
27. Write a profile of Kesari Balakrishna Pilla.
28. Assess the working of Prasar Bharati.

(3 × 5 = 15 marks)

Part II

29. What is the role of a house journal ?
30. Explain the differences and similarities between Public Relations and Corporate Communication.
31. What is the role of ASCI ? How effective is this body ?
32. What are the important elements of a normal advertising copy ?

(3 × 5 = 15 marks)

Section D

Write an essay on any one from each part in not more than 300 words.

Part I

33. Assess the role and relevance of Gandhian journalism.
34. Trace the evolution of Malayalam cinema by focusing on the significant changes in the post 2000 period.

(1 × 12 = 12 marks)

Part II

35. What is 'publics' in Public Relations ? Describe the different categories of publics of your college and also explain their importance from a PR perspective.
36. Describe the important functions and dysfunctions of advertisements in our society.

(1 × 12 = 12 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism
JOU 4B 06—DESIGN AND PAGINATION
(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any five questions not exceeding 50 words.

Each question carries 3 marks.

1. White Space.
2. Dummy layout.
3. Vignette drawing.
4. Adobe Illustrator.
5. Font.
6. Color Wheel.
7. Ideation.
8. Explanation graphics.
9. Slice Tool.

(5 × 3 = 15 marks)

Part B

Answer any seven questions not exceeding 100 words.

Each question carries 5 marks.

10. Differentiate Serif and sanserif.
11. What are the different types of layout ?
12. Explain the function of layout in graphic design.
13. Describe any five terms in typography with examples.

Turn over

14. Write a short essay on form, space and texture as elements of design.
15. What is the difference between actual and simulated texture ?
16. Explain Figure-ground ambiguity.
17. What are the newspapers design software's ?
18. Introduce any *five* tools in Photoshop.
19. Describe pagination in Print.
20. Critically analyze any of your favorite Pulitzer Prize Winning photograph.
21. Comment on the sports page makeup.

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks

22. What is graphic design and explain the types of graphic design.
23. Write an essay on perspective as a design fundamental.
24. Write an essay on colour theory.
25. Mention the use of infographics in business communication.

(2 × 15 = 30 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

**Mass Communication and Journalism
JOU 4B 05—EDITING FOR NEWSPAPERS
(2014 Admissions)**

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer any five questions not exceeding 50 words.
Each question carries 3 marks.*

1. Slug.
2. Obit.
3. Style book.
4. Infographics.
5. Hour glass style.
6. Copy tasting.
7. Roundup.
8. Readers' editor.
9. Flush left.

(5 × 3 = 15 marks)

Part B

*Answer any seven questions not exceeding 100 words.
Each question carries 5 marks.*

10. Define captions and its importance.
11. Explain the importance of headlines.
12. Explain the term 'copy fitting'.
13. What is an ear panel ? Explain.
14. Reader's letters are first hand reports of public opinion. Comment.

Turn over

15. State any *three* distinct qualities of a feature editor.
16. What is a cutline ? Give two examples.
17. Write a note on the history of horse shoe desks.
18. Responsibility of the news editor is pivotal in a newspaper organization. Explain.
19. For breaking news there should be follow ups. Offer your comments.
20. What is a press release ?
21. What are the basic principles of translation ?

(7 × 5 = 35 marks)

Part C

Answer any two questions not exceeding 400 words.

Each question carries 15 marks.

22. News judgment is one of the major bricks in the foundation of page design. Discuss.
23. Discuss the principles of editing by citing examples.
24. Elaborate on the writing style of a feature.
25. What is headlining ? Describe different types of headlines.

(2 × 15 = 30 marks)

**FOURTH SEMESTER M.A. DEGREE (REGULAR) EXAMINATION
MARCH 2021**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 4E 03—POLITICAL ECONOMY OF INDIAN MEDIA

(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

Answer any four questions.

Each question carries 2 weightage.

1. Define Mercantilism
2. What is audience commodification ?
3. Explain Communication as an economic entity.
4. What is a cultural artifact ?
5. How will you present political economy just as a 'moral philosophy' ?
6. What do you mean by 'Performative traditions' ?
7. How will you explain the term 'Vertical Integration' ?

(4 × 2 = 8 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

8. List and explain various ownership patterns that you find in Indian media.
9. Briefly narrate the theoretical dimensions of third world approaches to political economy of Communication.

Turn over

10. The Frankfurt School of critical theory occupies a significant space in the history of the political economy of communication and culture-Elaborate.
11. How will you compare Marxian political economy and anti fascist intellectual synthesis ?
12. In a country like India with diverse traditions, commercialization of media was always thought to be a hazardous decision. Give your reasons, if you agree or disagree with this statement.
13. Briefly explain Armand Mattelart's class analysis of communication.
14. Even if the media can set the actual policy agenda in some circumstances, this does not necessarily mean that they influence policy. Explain.

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

15. Today's communication landscape—including social media and both traditional and satellite TV — is far too unmanageable for the state to regulate- Do you think the statement holds true in India's current scenario ?
16. What are the key concepts and components of Political economy ?
17. Explain how the colonialism has affected the ways of knowing of early modern India and its communication order.
18. Some form of media provision that is independent of market is required since markets at some point may fail in delivering high quality content that is conducive to democratic process- Discuss.

(2 × 5 = 10 weightage)

**FOURTH SEMESTER M.A. DEGREE (REGULAR) EXAMINATION
MARCH 2021**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 4E 02—PHOTO 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.*
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

*Answer any four questions.
Each question carries 2 weightage.*

1. Define Depth of field.
2. What are the effects of varying the 'shutter speed' ?
3. List different types of camera lenses and their properties.
4. What is a photo feature ?
5. Explain 'photo appreciation'.
6. What do you mean by 'exposure light tables' ?
7. How will you explain the term 'Composition' in photography ?

(4 × 2 = 8 weightage)

Part B

*Answer any four questions.
Each question carries 3 weightage.*

8. Explain the duties of a photo editor in News organizations.
9. List and explain various types of photographs.

Turn over

10. What are photo captions ? Explain various types with examples.
11. What are the qualities and qualifications of a photojournalist ?
12. List a few tips to follow while trying for an exclusive news photograph.
13. Briefly explain the principles of colour sensitivity.
14. What are the things to be noted while photographing sensitive issues ?

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

15. What are lighting techniques ? Explain the techniques involved while shooting indoor, outdoor and at night ?
16. List the important milestones in the origin and development of photojournalism.
17. Even if a photographer's ethical principles are resolute, the principles may be applied in different ways depending on the circumstances—Elaborate.
18. Discuss the works and practices of any *three* eminent Indian photographers.

(2 × 5 = 10 weightage)

**FOURTH SEMESTER M.A. DEGREE (REGULAR) EXAMINATION
MARCH 2021**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 4E 01—DATA 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.*
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

Answer any four questions.

Each question carries 2 weightage.

1. What is visual storytelling ?
2. Write a note on *Flourish*.
3. Define Colour.
4. Why are projection maps used ?
5. What are scatterplots ?
6. What is a closed data format ?
7. Define Hypothesis.

(4 × 2 = 8 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

8. Illustrate different kinds of bar charts.
9. List and describe different kinds of infographics.

Turn over

10. Briefly explain the ways to acquire data online.
11. Describe various kinds of data formats.
12. Explain the business model of data journalism.
13. Briefly explain the methods of data verification.
14. Briefly explain map theory.

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

15. Detail how ABC and BBC newsrooms handle data.
16. Elucidate the various methods of data visualization.
17. Explain the basic steps in working with data.
18. Elucidate with examples how data is used in developing news stories.

(2 × 5 = 10 weightage)

**FOURTH SEMESTER M.A. DEGREE (REGULAR) EXAMINATION
MARCH 2021**

(CBCSS)

M.A. Journalism and Mass Communication

MCJ 4C 01—FILM STUDIES

(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

Answer any four questions.

Each question carries 2 weightage.

1. Define Continuity editing.
2. What are the major postulates of Autuer theory ?
3. What are Poetic documentaries ?
4. What is non diegetic sound ?
5. What is 'ethnography' in the context of films ?
6. What is Avant Garde cinema ?
7. How will you explain the term 'Parallel Cinema' ?

(4 × 2 = 8 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

8. List and explain popular film genres with examples.
9. Briefly narrate the theoretical dimensions of film editing.

Turn over

10. List and explain major types of montage as put forward by Sergei Eisenstein
11. Ideologies of the culture and the language of films work amalgamated in the filmic outputs-Give your opinion about this statement.
12. How will you explain the movement 'Cinema verite' ?
13. What is the importance of Silence while designing sound tracks for movies ?
14. Briefly explain visual semiotics.

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

15. What were the distinguishing features of films listed in the film movement 'French New wave'? Also explain the influence of French New wave on world cinema.
16. Briefly list the major milestones in the history of Indian cinema.
17. Explain the pro filmic elements of mise-en-scene.
18. Like in Italy, neorealist's revivals have tended to follow periods of social and economic crisis-Elaborate.

(2 × 5 = 10 weightage)