

PH 101.1

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**St Aloysius College (Autonomous)**  
**Mangaluru**

**Semester I – P.G. Examination – M.A. (Journalism and Mass Communication)**  
**November / December - 2023**

**THEORIES OF COMMUNICATION**  
**ST.ALOYSIUS COLLEGE**  
PG Library  
MANGALORE-575 002  
**SECTION-A**

Time : 3 Hours

Max. Marks : 70

**Write essays on any THREE of the following.**

**(3x15=45)**

1. Explain the key idea behind Osgood and Schramm's Model regarding the process of communication.
2. Provide examples from recent events where media system dependency theory can be applied to understand how people relied on media for information and communication during crisis.
3. In a contemporary context, how would you assess whether a media organization upholds the principles of the Social Responsibility Theory?
4. Define and differentiate between "violence" and "obscenity" in the context of media content. Give examples of each to illustrate your definitions.
5. Can you explain the concept of "heteronormativity" and its significance in Queer Communication Studies?

**SECTION-B**

**Write short notes on any FIVE of the following.**

**(5x5=25)**

- a. Ferdinand de Saussure
- b. Role-taking in Symbolic Interactionism
- c. Spiral of silence
- d. Influence of advertising on children's cognitive processes
- e. Neil Postman
- f. Laggards
- g. The impact of technology on media ecology

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PH 102.1

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**St Aloysius College (Autonomous)**

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**Semester I – P.G. Examination – M.A. (Journalism and Mass Communication)**

**November / December - 2023**

**ADVANCED REPORTING AND EDITING**

**Time : 3 Hours**

**Max. Marks : 70**

**SECTION-A**

**Write essays on any THREE of the following.**

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MANGALORE-575 003

**(3x15=45)**

1. What is the fundamental purpose of news, and why is it considered a cornerstone of democratic societies?
2. Analyze a recent development journalism story and discuss how it effectively engaged the audience and promoted positive change.
3. Explain the environmental movements and campaigns that have taken place in India over the years.
4. How do interpretative news techniques differ from traditional news reporting methods?
5. Explain the significance of headlines in capturing the reader's attention and conveying the main message of a news stor

**SECTION-B**

**Write short notes on any FIVE of the following.**

**(5x5=25)**

- a. Types of lead
- b. Thelka
- c. Science reporting
- d. Media control in india
- e. Profile
- f. Press club reporting
- g. News agencies

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PH 103.1

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St Aloysius College (Autonomous)  
Mangaluru

Semester I - P.G. Examination - M.A. (Journalism & Mass Communication)

November / December - 2023

**CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

Time : 3 Hours

Max. Marks : 70

**SECTION-A**

Write essays on any THREE of the following.

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(3x15=45)

1. Assess the consequences of corporate scandals or controversies on an organization's corporate image and identity. Examine how such events can impact public perception.
2. Provide a case study of a successful PR campaign that heavily relied on positive media coverage. Analyze the key tactics employed by the PR firm to secure favorable media attention and the subsequent impact on the client's reputation and business outcomes.
3. Explain the significance of effective communication in employee relations. Provide examples of how poor communication can impact workplace dynamics.
4. Briefly describe the BP Deepwater Horizon oil spill crisis. What lessons can organizations learn from BP's crisis communication mistakes during this incident?
5. Develop a press release for a hypothetical product launch. Include all necessary elements and consider the target audience and distribution channels.

**SECTION-B**

Write short notes on any FIVE of the following.

(5x5=25)

- a. Government Relations in the Digital Age
- b. Research in PR Process
- c. Key Performance Indicators (KPIs) in Financial Communication
- d. Crisis preparedness plan
- e. Chatbots and AI in Digital PR
- f. Purpose and objectives of Press Conferences
- g. Crisis Communication and Cross-Cultural Considerations

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PS 104.1

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St Aloysius College (Autonomous)  
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Semester I - P.G. Examination - M.A. (Journalism and Mass Communication)

November / December - 2023

DEVELOPMENT OF MEDIA

Time : 3 Hours

Max. Marks : 70

SECTION-A

Write essays on any THREE of the following.

(3x15=45)

1. How did printing technology influence the development of media in different regions?
2. Name and describe the key milestones in the development of news papers. What role did these news papers play in shaping the news landscape of the country?
3. Analyse the reach and audience demographics of Indian broadcast media, including television, radio and cinema. How has the growth of digital media impacted viewership and listenership patterns?
4. Identify the key figures in the Indian press during the pre-independence era. How did their journalism contribute to the freedom movement?
5. Describe the foundational principles and key characteristics of social media platforms. How have platforms like Facebook, X, and Instagram and WhatsApp reshaped communication and information sharing?

SECTION-B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Mahatma Gandhi's journalism and freedom struggle
- b. Growth of All India Radio (AIR) and its Impact
- c. Television and its growth in India
- d. The emergence of new streaming platforms
- e. SITE
- f. Future of radio in the digital age
- g. News agencies

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PS 105.1

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Semester I - P.G. Examination - M.A. (Journalism and Mass Communication)

November / December - 2023

**MEDIA LAW AND ETHICS**

Time : 3 Hours

Max. Marks : 70

**SECTION-A**

Write essays on any THREE of the following.

(3x15=45)

1. Examine the ethical considerations involved in media coverage and reporting on issues related to freedom of speech and expression, particularly in the context of responsible journalism, fair representation, and protection of sources.
2. Examine the ethical considerations involved in media coverage and reporting on issues related to defamation, particularly in the context of responsible journalism and fair representation.
3. Analyze the impact of digital media and social platforms on media freedom. Explain the challenges of regulating online context.
4. Evaluate a recent corporate scandal or controversy, analyzing the ethical dimensions of the situation, the media's role in coverage, and the impact on corporate reputation and public trust.
5. Explain the role of media ethics and responsible reporting in covering cases of obscenity and sedition, including considerations of journalistic objectivity and the potential for sensationalism.

**SECTION-B**

Write short notes on any FIVE of the following.

(5x5=25)

- a. CBFC
- b. Cyber laws
- c. Objective of NBI
- d. Indian Constitution
- e. Freedom of Speech and Expression
- f. IPR vs digital IPR
- g. Code of ethics for the journalists

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