

PH 102.4a

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St Aloysius College (Autonomous)

Mangaluru

Semester IV – P.G. Examination–M.A. (Journalism & Mass Communication)

May - 2024

Online Broadcasting

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Discuss some common laws pertaining to New Media broadcast.
2. Explain the process of planning and recording podcasts, outlining the key steps involved.
3. Radio and TV interview are different from each other. Discuss
4. What do you think will change in the future for planning and recording videos for the internet?
5. Examine the rise of live streaming platform and their influence on audience engagement with media content.

SECTION - B

Write short notes on any FIVE of the following.

(5X5=25)

- a) IPTV, iTunes and Sound cloud
- b) Explain different types of audio formats
- c) Censorship
- d) Properties of sound
- e) Mobile Photography
- f) E-Commerce Consumption
- g) Internet radio and its importance in media.

PH 102.4c

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St Aloysius College (Autonomous)

Mangaluru

Semester IV – P.G. Examination–M.A. (Journalism & Mass Communication)

May - 2024

Instructional Designing and content writing

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Explain the term "legacy documentation" as it pertains to advertising. Discuss the types of documents that might be included under this term and their relevance to ongoing and future advertising campaigns.
2. Provide a comprehensive list of the advantages and disadvantages associated with self-paced learning. Discuss how these factors can influence a learner's decision to choose self-paced learning over other forms of learning.
3. Assess the impact of various illustration and graphic styles on content effectiveness. Discuss how factors such as clarity, relevance, and aesthetic appeal contribute to the overall readability and engagement of content.
4. Evaluate how establishing and adhering to specific style guidelines can affect a brand's identity and perception among its target audience.
5. Discuss how copyright and intellectual property laws protect online content and creators' rights. Analyze the implications of copyright infringement and plagiarism in the digital realm.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Clear Communication
- b) Software Documentation
- c) Content Promotion
- d) Educational Content
- e) Writing Process
- f) Learning Management Systems (LMS)
- g) Paragraph Restructuring

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PS 104.4

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St Aloysius College (Autonomous)

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Semester IV – P.G. Examination–M.A. (Journalism & Mass Communication)

May - 2024

Media and Cultural Studies

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Analyze the role of media as mediators of political reality. How do media organizations influence the construction and dissemination of political narratives? Discuss the mechanisms through which media shape public opinion, influence political agendas etc.
2. Gramsci's Concept of Hegemony: Define Antonio Gramsci's concept of hegemony. How does Gramsci's notion of cultural hegemony expand upon traditional Marxist theory?
3. Explain Stuart Hall's encoding/decoding model of communication. How does this model challenge traditional views of media consumption?
4. Define dogmatism in the context of media discourse. How does dogmatic reporting or commentary influence public opinion and perception? Provide examples of dogmatic media narratives and their effects on audience attitudes.
5. Explain the concept of mass culture and its relationship to popular culture. How does mass culture differ from other forms of cultural expression? Provide examples of mass cultural artifacts and analyze their impact on societal norms, values, and identities.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Cultural Adaptation
- b) Intercultural Communication Dynamics
- c) Media as social Institution
- d) Identity Politics Formation
- e) Max Horkheimer
- f) Ideological State Apparatuses Functions
- g) Postcolonialism

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Semester IV – P.G. Examination–M.A. (Journalism & Mass Communication)

May - 2024

Political Communication

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following: (3X15=45)

1. Discuss the persuasive nature of political communication. Why is the ability to persuade crucial for political communicators? Provide real-world examples.
2. Explore ethical dilemmas related to political communication research. How do researchers balance transparency, accuracy, and the responsibility to inform the public? Provide examples from historical and contemporary contexts.
3. Identify Key Features of a Political Campaign: What are the essential components of a political campaign? Describe the role of candidates, messaging, and voter outreach.
4. Explain what digital democracy means in the context of political participation online. How does it impact citizens' engagement with electoral processes and political discourse? Provide examples.
5. Explain the Role of Media in Political Communication: How does the media (including press, radio, TV, and online platforms) contribute to political communication? Discuss the role of journalists in framing and transmitting political messages.

SECTION - B

Write short notes on any FIVE of the following. (5X5=25)

- a) Will of the People
- b) Public Relations
- c) Media and Fact-Checking
- d) Political Communication on outdoor media
- e) Media and Political Polling Methods
- f) Media and Authoritarian Regimes
- g) Traditional Media

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