

PH 101.1

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St Aloysius College (Autonomous)

Mangaluru

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

February - 2022

THEORIES OF COMMUNICATION

Time: 3 Hours

Max Marks: 70

SECTION – A

Write essays on any THREE of the following

(3x15 = 45)

1. Queer theory perceives sexuality and gender as social constructs that shape the way sexual orientation and gender identity are displayed in public. Comment.
2. What is semiotics? How is it applied in media content in general?
3. Explain Expectancy Violation Theory. What are the factors which determine various expectancies in people?
4. What is meant by Normative Theory? Discuss the four major normative theories with examples.
5. What is the meaning of Rhetoric? Where do we see Rhetoric in media?

SECTION – B

Write short notes on any FIVE of the following.

(5x5 = 25)

- a. Four stages of selection process
- b. Framing theory
- c. Shannon Weaver's model
- d. Explain media effect both in short term and long term perspectives.
- e. What is the Magic Bullet theory of mass media? Explain its relevance in digital age.
- f. Cognitive Dissonance theory
- g. Media Ecology

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ST. ALOYSIUS COLLEGE
MANGALURU - 575 001

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

February - 2022

ADVANCED REPORTING AND EDITING

Time: 3 Hours

Max Marks: 70

Note:

- This paper contains **TWO** pages and **THREE** parts.
- Read each question carefully before answering.
- If a question calls for point-wise answering, don't just mention the points. Explain them as well.
- Use diagrams wherever you feel they are necessary.

PART - A

I. Answer any THREE of the following.

(3x15=45)

1. What is the globally accepted formula to write a feature story? Explain with a diagram.
2. You are doing crime reporting when the police call for a press conference. There, they say that they have arrested two people who have confessed to a local robbery. Why can't you refer to them as "robbers" or "criminals" in your report?
3. You have been appointed the editor of a Mangaluru-based newspaper. Explain the services to which you will subscribe to ensure that news and photographs from all over India as well as across the world are available to be printed in your newspaper.
4. Explain in a sentence each, what are the five different ways a style sheet that help to bring homogeneity in a publication.
5. You have interviewed the CEO of a company and recorded the conversation. He can be heard saying in the recording: "I don't appoint women in top posts because they have too many hormones messing up their decision-making capabilities." You write this in your report, it gets printed, and then the CEO contacts your editor saying he has been misquoted, and will sue you and your publication for libel if you don't print an apology. What do you do?

PART - B

II. Write a news article in not more than 100-150 words based on the following information:

(1x15 = 15)

6. The Mangaluru Police have given you the following information:
 - a. Around 1:30 am on Sunday, January 10, the police control room received information of suspicious activity at Hotel Sai Palace in the Hampankatta area of the city.

Contd...2

- b. The control room dispatched Constable S Vijaya and Constable Sajesh Gowda to the location.
- c. On reaching the location, the constables saw two unidentified persons, with their face covered, at the reception of the hotel.
- d. The two miscreants were threatening the receptionist with guns and asking for money in the office safe when the constables arrived.
- e. Seeing the constables, the two miscreants tried to flee the spot on a motorcycle. When pursued, they fired at the constables.
- f. Constable Gowda fired back at the miscreants, killing both. No other casualty was reported from the spot.
- g. Investigation is under way to ascertain the identities of the miscreants. Their bodies have been sent for post-mortem examination.
- h. Constable Gowda has been commended for his timely action. He has also been praised for being careful enough to avoid any casualties.

Note:

- The story should have a proper headline. It should not be more than 10 words.
- Follow the usual structure you use for a hard news story.
- The story should begin with the most newsworthy point.
- Mention the total number of words at the end of the story.
- Marks will be given/deducted based on all the above considerations, as well as English and style.

PART - C**III. Answer any ONE of the following:****(1x10 = 10)**

7. Write an editorial in not more than 300-350 words on India's current political situation.
 - a. Give a proper headline in not more than 10 words.
 - b. Take a side. Don't just reiterate on facts.
 - c. Make sure that you bolster your views with valid arguments.
8. In around 300-350 words, write a review of any web series that you have seen recently.
 - a. Give a proper headline in not more than 10 words, and a rating out of 5.
 - b. Don't just write the story. Make sure your views are expressed.
 - c. Touch upon all the artistic and technical aspects.
 - d. Make sure that this is a web series you have seen only once. Reviews are, after all, first impressions.
9. In around 300-350 words, write an opinion piece on India banning Chinese apps.
 - a. Give a proper headline in not more than 10 words.
 - b. Don't repeat facts. Mention them, but also take a side.
 - c. Make sure your views are expressed properly.

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

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CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following:

(3x15 =45)

1. What is corporate communication? How does it play a role in advancing a company's strategic goals?
2. Explain the different stages of the PR process for a newly launched music app.
3. What is the importance of internal communication in an organization? Discuss ways to implement an effective internal communication program.
4. What is crisis communication? Discuss its nature and importance using two case studies.
5. What is the impact of new media on corporate communications? Discuss internet-based tools and techniques of corporate communication.

SECTION - B

Write short notes on any FIVE of the following.

(5x5 =25)

- a. PRSI
- b. Company identity and image
- c. House journals
- d. Elements of a press release
- e. Investor relations
- f. Components of a media kit
- g. Community relations

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

February - 2022

DEVELOPMENT OF MEDIA

Time: 3 Hours

Max Marks: 70

SECTION - A

Answer any THREE of the following in 450 words each. (3x15=45)

1. Briefly chronicle the history of post-independence press in India.
2. Radio is considered to be "the theatre of the mind" and the most personal means of communicating with an audience. How were the features of radio technology used for developmental purposes in India?
3. "Film is not just a medium of entertainment, but it shapes the way in which we see the world". In the light of the aforementioned statement, discuss about film as a mass medium in India.
4. New media is culmination of all the mass media technologies that came before it. It is the articulation of Marshal McLuhan's concept of the 'Global Village'. Do you agree? Substantiate.
5. Discuss how the arrival of cable television changed the Indian Societal landscape.

SECTION - B

Answer any FIVE of the following in 150 words each. (5x5=25)

- a. SITE
- b. Radio Sarang
- c. Twitter
- d. OTT
- e. Lumiere brothers
- f. Gauri Lankesh
- g. Raja Ram Mohan Roy

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

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MEDIA LAW AND ETHICS

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following

(3x15 = 45)

1. What are the concerns regarding right to privacy in India? Explain.
2. Explain the reasonable restrictions under Article 19 of the Constitution of India.
3. Analyze the need and challenges for self-regulation for media in India.
4. Media trail- "Erosion of ethical journalism". Comment with suitable example from recent times.
5. The News Broadcaster's Association is a toothless body. Comment.

SECTION - B

Write short notes on any FIVE of the following.

(5x5 =25)

- a. Defamation
- b. Press Council of India
- c. Right to Information v/s Official Secrets Act
- d. Crypto currency
- e. Digital IPR
- f. Piracy and Plagiarism
- g. Obscenity
- h. Creative Commons
