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St Aloysius College (Autonomous)

Mangaluru

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

February 2021

THEORIES OF COMMUNICATION

Time: 3 Hours

Max Marks: 70

SECTION – A

Write essays on any THREE of the following (3x15=45)

1. Describe and explain Symbolic interactionism. How does this theory impact the way we understand media and its effects. Provide adequate examples to substantiate your point.
2. What is Communication process? Explain in detail how different communication component play a key role in the process.
3. Analyze the degree of correlation between the themes of violence in media with the real word violence.
4. Briefly discuss Cultivation Theory and model. Also explain the long term media effect as discussed in the model with examples.
5. Differentiate between authoritarian Theory and Marxist theory of press.

SECTION – B

Write short notes on any FIVE of the following. (5x5=25)

- a. Feminist Standpoint Theory
- b. Explain agenda setting theory with contemporary examples.
- c. Role of silence in spiral of silence theory
- d. What is Expectancy Value of Theory from perspective of an audience?
- e. Discuss the assumption of uses and gratification theory? Explain in relation with television medium.
- f. What is the meaning of "medium is the message"?
- g. Write a note on Narrative paradigm.

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Semester I – P.G. Examination – M.A. (Journalism & Mass Communication)
 February 2021

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.

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PART – A

I. Answer any THREE of the following:

(3x15 = 45)

1. Write any five principles an editor must keep in mind when writing headlines.
2. The year is 2022, and you are the city editor of a Mangaluru-based newspaper. BCCI announces that KL will be captain of the Indian one-day team. What principles of newsworthiness would you consider when assigning reporters to their tasks for the day based on this report?
3. Name any five kinds of ledes. Give an example of each.
4. How do style sheets or style guides help reporters and editors? Give five examples, and explain each in a sentence or two.
5. What are some Elements that you may use on the page of a newspaper to make sure it is not full of only texts of articles? Explain each in not more than two sentences.

PART – B

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

(1x15=15)

6. The Karnataka government has purportedly given you the following information:
 - a. The state has received a fresh consignment of 2 crore Covid-19 vaccines from the Serum Institute of India.
 - b. It will start its second phase of Covid-19 vaccination in the state using this consignment. The phase will start from February 7, 2021.
 - c. The people who will be vaccinated this time will be students and teachers in schools, as well as PU and degree colleges.
 - d. The vaccination will begin in government schools. Teachers will receive the vaccine first, then students.

Contd...2

- e. Chief Minister BS Yediyurappa has said he will take action against anyone else who jumps the queue to get vaccinated.
- f. The vaccines usually cost Rs 295 per vial. However, the state government will foot the entire bill for this phase of vaccination, the chief minister said.
- g. He added that the third phase would start after the next consignment arrived.
- h. In that phase, government employees would get priority, said Yediyurappa.

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

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

7. Write an editorial in not more than 300-350 words on the farmers' protests in Delhi.
 - a. Give a proper headline in not more than 10 words.
 - b. Take a side. Don't just reiterate on facts.
 - c. Make sure you bolster your views with valid arguments.
8. In around 300-350 words, write a review of any film that you have watched 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 film you have seen only once. Reviews are, after all, first impressions.
9. In around 300-350 words, write an opinion piece on the media coverage of the death by suicide of actor Sushant Singh Rajput.
 - a. Give a proper headline in not more than 10 words.
 - b. Don't repeat facts. Give your opinion on whether the coverage should have been different, and why?

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

February 2021

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following:

(3x15 = 45)

1. Why does reputation matter for an organization? Discuss how companies measure, manage, and enhance their reputation.
2. Discuss the different tools that can be used to reach the public in a PR campaign.
3. What is CSR? Discuss its role and importance by analyzing any company's successful CSR initiative.
4. What is a crisis? Discuss the means and importance of managing public opinion during a crisis using two case studies.
5. What is a media kit? What would you include in a press kit when organizing a conference for your university convocation?

SECTION - B

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Write short notes on any FIVE of the following.

(5x5 = 25)

- a. Evolution of PR profession
- b. Corporate advertising
- c. Social media marketing
- d. Research in the PR process
- e. Internal communication channels
- f. Trade journals.
- g. Government relations

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

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DEVELOPMENT OF MEDIA

Time: 3 Hours

Max Marks: 70

SECTION - A

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

1. Explain the significant contributions of the Indian press during the struggle for Independence.
2. Discuss the establishment and growth of the community radio movement in India.
3. Trace the growth of parallel film movement in India.
4. How has new media ushered in an era of citizen journalism? Explain by using suitable examples from the Indian context.
5. Discuss how the arrival of cable television in the 1990s changed the Indian social landscape.

SECTION - B

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

- a. James Augustus Hickey
- b. Indian news agencies
- c. HAM radio
- d. Kannada journalism
- e. Republic TV
- f. #BlackLivesMatter
- g. Streaming services

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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. Directive Principles of State Policy aim to establish social and economic democracy through a welfare state. Claim the statement.
2. Free speech is a basic right that empowers marginalized lives. Speak in favor.
3. What legal protections do journalists enjoy at their workplace? Expound.
4. There is a friction between freedom of speech and contempt of court. Assert.
5. Any code of conduct is effective only if journalists are conscientious. Justify.

SECTION - B

Write short notes on any FIVE of the following.

(5x5 =25)

- a. Sword against Pen
- b. Article 19(1) (A)
- c. Crypto Currency
- d. Criticism is not Seditious
- e. Prasar Bharati Act
- f. Suspension of Trump's Twitter account
- g. Cinematography Act

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