

PH 101.2

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St Aloysius College (Autonomous)

Mangaluru

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

July - 2022

COMMUNICATION RESEARCH METHODS

Time: 3 Hours

Max Marks: 70

SECTION - A

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

(3x15=45)

1. Briefly describe the different steps involved in a research process.
2. What is sampling? Discuss the different techniques of sampling.
3. What is measurement and explain the levels of measurement?
4. Discuss different methods of collecting data with the help of suitable examples. Differentiate between Observation and Focus group interview.
5. Calculate the Spearman's rank correlation coefficient for the following data

x	35	37	38	42	44	46	51	54	55	56
y	40	32	39	42	41	31	50	52	46	55

SECTION - B

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

(5x5=25)

- a. Semiotics.
- b. Content analysis.
- c. Experimental group V/s controlled group.
- d. Hypothesis and its role.
- e. Variables and types of Variables.
- f. The structure of a good research proposal.
- g. Qualitative research V/s quantitative study.

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

July -2022

INTRODUCTION TO AUDIO VISUAL MEDIA

Time: 3 Hours

Max Marks: 70

SECTION – A

Write essays on any THREE of the following.

(3x15=45)

1. Elucidate the different types of microphones and describe their polarity patterns.
2. Explain the formatting guidelines for single-column and dual-column screenplay writing.
3. Explain the different types of lenses and their uses.
4. Schematically explain and illustrate different kinds of shots based on shot sizes and angles.
5. Explain the principles of audio-video editing.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Montage Editing
- b. Continuity Editing
- c. 3-Point Lighting
- d. White Balance
- e. Storyboard
- f. Radio Features
- g. Video File Formats

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St Aloysius College (Autonomous)
Mangaluru

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

July - 2022

FILM STUDIES

Time: 3 Hours

Max Marks: 70

SECTION – A

Write essays on any THREE of the following.

(3x15=45)

1. Discuss Italian Neo-realism, German Expressionism and French New Wave with an example from each.
2. Formalist filmmakers shape and mould the images we see on the screen the way a sculptor shapes and moulds clay. Discuss.
3. Analyze the cinematography and sound design of any two films discussed in the classroom.
4. Adoor Gopalakrishnan's movies are a reflection of society and portrayal of struggles faced by women under patriarchy. Comment on the statement with examples.
5. Explain the basic types of shots, camera movements and angles.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Birth of A Nation
- b. Feminist Film Theory
- c. Classical Hollywood Cinema
- d. Alfred Hitchcock
- e. Avant-Garde
- f. Third Cinema
- g. Latin American Cinema

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St Aloysius College (Autonomous)

Mangaluru

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

July - 2022

DEVELOPMENT COMMUNICATION

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following.

(3x15=45)

1. Explain the diverse dimensions of a development story. What are the essential skills required for writing development stories?
2. Discuss in detail the three major paradigms of development with suitable examples.
3. Explain any two social change theories and their application in today's scenario.
4. Elucidate the role of Community-radio in development. Explain with suitable examples.
5. What is the role of Information and Communication Technology in development? Discuss with examples.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Role of NGOs in development
- b. SITE
- c. Diffusion of Innovation
- d. Development Communication and its approaches
- e. Impact of folk media in development
- f. Development Reporting and its features
- g. Role of media in social change
