

PH 101.2

Reg. No.

### St Aloysius College (Autonomous) Mangaluru

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

April - 2019

### COMMUNICATION RESEARCH METHODS

Time: 3 hrs.

Max Marks: 70

#### SECTION – A

Answer any **THREE** of the following questions including **question No.5** which is compulsory. (3X15=45)

1. Identify and explain each of the important steps that researchers follow in the conduct of scientific studies.
2. What are variables? With suitable examples explain the distinguishing features of independent variables, dependent variables and extraneous variables.
3. Explain how probability samples differ from non-probability samples. Outline the procedural details of drawing i) a stratified random sample and ii) a snowball sample
4. What is an experiment? Explain with a relevant example how researchers 'control' and 'manipulate' independent variables in experiments.
5. Compute Spearman Rank order correlation coefficient for the data given below and indicate whether there is a significant relationship between the amount of time spent reading prescribed books in communication theory and their score in semester-end examination in communication theory.

Students	Time-spent rank	Examination score rank
Vahini	1	2
Chandra	2	1
Fernaudez	3	3
Kaif	4	5
Ganesh	5	4
Pavithra	6	8
Anand	7	6
Jagdish	8	7

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6. Determine the mean from the following grouped frequency distribution of scores of 156 students in a statistics test.

Class intervals	F frequency (no of students)
90-99	16
80-89	17
70-79	15
60-69	10
50-59	7
40-49	3

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SECTION - B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Pure research and applied research
- b) Qualitative and quantitative research
- c) Levels of measurement
- d) One-time cross sectional studies and longitudinal studies
- e) Research hypothesis and null hypothesis
- f) Normal curve properties
- g) 95% confidence level

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**St Aloysius College (Autonomous)  
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**Semester II – P.G. Examination–M.A.(Journalism & Mass Communication)**

**April - 2019**

**INTRODUCTION AUDIO VISUAL MEDIA**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. Sketch a detailed floor plan and a light plot for a game show and explain your techniques.
2. Explain different stages of Pre Production in detail.
3. Come up with a script shooting plan and production schedule for a 30 sec TV commercial.
4. Explain different types of camera angles and picture sizes and their significance.
5. Write a 30 second radio script for any ONE of the following PSA topics:
  - a) Smartphone addiction
  - b) Texting and driving
  - c) Water conservation

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**SECTION – B**

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

(5X5=25)

- a) Types of microphones based on directionality
- b) Camera filters
- c) White balance
- d) Three point lighting
- e) Non-linear editing
- f) Shot breakdown.
- g) Colour temperature

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**Mangaluru**

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

**April - 2019**

**CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

Time: 3 hrs.

Max Marks: 70

**SECTION - A**

Answer any **THREE** of the following:

(3X15=45)

1. What is corporate reputation and how to build a good corporate reputation? Elaborate the role of ethics in corporate communications and public relation.
2. What are the steps in implementing an effective employee communication programme? Provide case studies.
3. Create a PR campaign for one year for an electronics manufacturer who is launching a new high-end smartphone in South India. Your plan should have objectives, quarterly activities break up, tools to reach the public, goodwill and reputation management.
4. A reputed hospital recently had some doctors caught engaged in illegal activities of organ transplant and trading. The media brought out a story and hence has tarnished the reputation of the hospital. Help the hospital in
  - a) Building effective media relation
  - b) Types of new media the hospital can use
  - c) Guide lines for Crisis management.
5. Write a press release for the opening of Nobu Ryokan Malibu on April 28, 2017. Located next to Nobu Restaurant Malibu on the Karnataka coastline, Nobu Ryokan Malibu the 1950's vintage beach motel, has been transformed into an exclusive destination retreat. Features: 16 accommodations over two stories, offering views and ocean-facing courtyard with garden plants.

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**SECTION - B**

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

(5X5=25)

- a) House Journals
- b) Trade Shows
- c) Press Conference
- d) Community Goodwill
- e) Government Relations
- f) Cause Marketing
- g) United Breaks Guitars

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

April - 2019

**DEVELOPMENT COMMUNICATION**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. Define: i) Development and ii) Development communication. Trace the evolution of development communication.
2. What role can and should of communication play in the development of a society?
3. Explain dominant paradigm. Discuss its assumptions and pitfalls.
4. How do you think development support communication paradigm bridge the gap between underprivileged sections of a society and the top?
5. What are development support organisations? What is the role of non-governmental organisations in the development process of a country?

**SECTION – B**

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

(5X5=25)

- a) Human development indicators
- b) *Chetera* Experiment
- c) *Panchayati Raj*
- d) *Kugrama Guruthisi Sphardhe*
- e) Social change
- f) Industrialisation and ethics
- g) ICTs

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**Semester II – P.G. Examination–M.A.(Journalism & Mass Communication)  
April - 2019**

**MAGAZINE JOURNALISM**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

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

1. Give an outline and explain the organisational structure of a magazine.
2. Explain the process involved in the production of a magazine.
3. Write a review on your favourite film/book/food. The review should adhere to the principles of reviewing an art form.
4. "Cover page of a magazine is crucial to boost sales". Analyse this statement with examples.
5. Discuss the significance of photographs in a magazine.

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**SECTION – B**

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

- a) Narrative journalism
- b) Magazine Editor
- c) Typography
- d) Profile versus biography
- e) Embargo
- f) Infographics
- g) Magazine design softwares

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

April - 2018

**COMMUNICATION RESEARCH METHODS**

Time: 3 hrs.

Max Marks: 70

**SECTION - A**

Answer any **THREE** of the following questions including **question No.5** which is compulsory.

(3X15=45)

1. Explain the research process adopted in Content analysis of observation studies with example.
2. Explain the application of various types of research into Mass Communication.
3. Explain the general considerations to be followed in the design of questionnaires to collect data. Use appropriate examples to illustrate your answer?
4. What are the measurement levels used in communication research? Explain how these can be used in a newspaper readership study?
5. Compute Spearman Rank order correlation coefficient for the data given below and indicate whether there is a significant relationship between the amount of time spent reading prescribed books in communication theory and their score in semester-end examination in communication theory.

Students	Time-spent rank	Examination score rank
Vahini	1	2
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6. Describe experimental research and list out the types of informal experimental design?

**SECTION - B**

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

(5X5=25)

- a) Explain case study method
- b) Applied and study research
- c) Extraneous Variable
- d) Ratio and nominal scale.
- e) What is scientific approach?
- f) What is research? Explain briefly.
- g) Survey research.

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**St Aloysius College (Autonomous)**  
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Semester II – P.G. Examination–M.A.(Journalism & Mass Communication)

April - 2018

**INTRODUCTION AUDIO VISUAL MEDIA**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. Describe how stories written for the radio are different from their print and television counterparts. Do you think writing for the ear is a core skill in broadcast and online? Justify your answer.
2. Explain with a neat diagram the concept of three point lighting. Provide examples using scenes/shots from any one film and any one TV show.
3. Describe the different types of lenses with illustrations. Write any 5 types with examples.
4. Describe the different types of microphones with illustrations. Write any 5 types with examples.
5. What is a documentary? Describe any 6 types of documentaries with examples for each.

**SECTION – B**

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

(5X5=25)

- a) PTC
- b) Audio Chain
- c) 180 Degree Rule
- d) Rule of Thirds
- e) White Balance
- f) PCR and MCR
- g) Storage Formats

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

April – 2018

**CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following, including **Question No. 5** which is compulsory:

(3X15=45)

1. Explain the differences between Corporate Communication and Marketing.
2. Write an essay on various successful CSR activities in India.
3. How does PR in government sector differ from private sector? Elucidate with examples.
4. Write an essay on electronic media impact on corporate decision making.
- 5.a) If you were Salman Khan's communication manger, how would you advice him to go about his communication and appearances immediately before and after the Jodhpur verdict? (7 Marks)
- b) Chalk out a communication plan in the standard format for one year assuming he will be granted bail in two days after arrest. (8 Marks)

**SECTION – B**

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

(5X5=25)

- a) News release
- b) PRSI & PRCI
- c) Types of financial communication
- d) Media Kit
- e) Corporate virtual marketing
- f) Reputation management
- g) PR process

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

**April - 2018**

**DEVELOPMENT COMMUNICATION**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. Do you think social marketing is necessary for development? Elaborate on your answer with suitable examples.
2. How would the participatory model of development be an effective tool for change in Indian scenario? Elaborate with case studies.
3. India is considered as a Third World Country. Is it justifiable? What development model would you suggest for India?
4. Examine Doordarshan as a tool for development. Explain various agriculture support programmes of Doordarshan.
5. Differentiate between dominant and alternative paradigms of development with suitable case studies?

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**SECTION – B**

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

(5X5=25)

- a) Third World
- b) Nora C. Quebral
- c) Gandhian Model
- d) Kheda experiment
- e) Narmada Bachao Andolan
- f) Community Radio
- g) Panchayathi Raj

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

**April - 2018**

**MAGAZINE JOURNALISM**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. Explain the various principles of a magazine design with suitable examples.
2. Write a 250 words feature in narrative style suitable for a magazine on the topic 'gender discrimination'. Find an innovative angle and write a suitable headline and a strapline.
3. How to write a feature for a magazine? Explain the various steps involved in feature writing.
4. Write a review of a restaurant that you visited recently with special reference to the menu and ambience.
5. You have been appointed as the editor of the magazine 'The Beard', which is a struggling men's magazine. As the magazine editor, prepare an editorial mix in detail which will ensure a successful issue.

**SECTION – B**

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

(5X5=25)

- a) Photo feature
- b) Profile writing
- c) Cover story
- d) Narrative journalism
- e) Typography
- f) Criticism writing
- g) Editorial mix

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