

PH 102.4a

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St Aloysius College (Autonomous)

Mangaluru

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

July - 2022

ONLINE BROADCASTING

Time: 3 Hours

Max Marks: 70

SECTION - A

(3x15=45)

Write essays on any THREE of the following.

1. Internet Memes and their relevance.
2. What are the characteristic features of the Digital Media?
3. Discuss the merits and demerits of Radio broadcasting over the internet.
4. What are the main guidelines for writing for podcasts?
5. Explain the trends in online video channels.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Syndicating online videos
- b. Sound Cloud
- c. Viral Marketing
- d. User generated content
- e. Video Mashups
- f. You Tube
- g. Vlogging

PH 102.4c

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St Aloysius College (Autonomous)

Mangaluru

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

July - 2022

INSTRUCTIONAL DESIGNING AND CONTENT WRITING

Time: 3 Hours

Max Marks: 70

SECTION - A

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

(3x15=45)

1. Significance of the prototypes in technical writing.
2. Steps involved in instructional designing for a 4 week online self-paced course.
3. Relevance of User Experience.
4. Discuss the differences and similarities between technical writing, content writing and copywriting with suitable examples.
5. Is Jargon a buzzword for technical writing? Discuss.

SECTION - B

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

(5x5=25)

- a. Defining your niche in Technical writing
- b. Legacy Documentation
- c. Various career opportunities in Technical Writing
- d. Wire framing
- e. Technical Proposals
- f. Target Analysis
- g. Style Guidelines

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

July - 2022

MEDIA AND CULTURAL STUDIES

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following.

(3x15=45)

1. Bring out the meaning of 'counter culture' giving suitable examples along with your concept explanations.
2. Do you agree that advertisements sometimes create a gender bias and stereotype? Discuss your opinions with examples as to how these media messages have been influencing consumers.
3. How cinema contribute to globalization and how they promote negative impact on societies.
4. According to McLuhan mediated tools of technological determinism turn the world into a global village. Comment.
5. Discuss Foucault's discourse theory and its potential functions.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Importance of native culture in a modern society.
- b. The meaning of 'pop culture'.
- c. 'Ideology'.
- d. Signifiers and Signified.
- e. 'culture industry'?
- f. As per the Marxian ideology elucidate the meaning of Superstructure and Base.
- g. Explain the following i) Hegemony ii) Culture Industry.

PS 105.4

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

July - 2022

POLITICAL COMMUNICATION

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following.

(3x15=45)

1. Define Political communication. Explain the various elements of political communication.
2. With the help of relevant examples discuss the influence of public opinion on elections.
3. Media as a tool of public diplomacy. Elucidate.
4. Analyze the role of social media in the political communication process.
5. Discuss the role of media during conflict situations.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Role of persuasion in political communication
- b. Trace the evolution of political communication as a discipline
- c. Public sphere
- d. Opinion polls
- e. Role of NGOS in international relations
- f. Gatekeeping and politics
- g. Ideology
