

PH 102.4c

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St Aloysius College (Autonomous)

Mangaluru

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

August / September 2021

INSTRUCTIONAL DESIGNING AND CONTENT WRITING

Time: 3 Hours

Max Marks: 70

SECTION – A

Write essays on any THREE of the following.

(3x15=45)

1. Why is the study of target audience important for Content Writing?
2. Elucidate the significance of illustrations and graphics for Instructional Designing.
3. Give an account of the overview of the Technical writing process.
4. Differentiate between Conceptual Information and Procedural information with appropriate examples.
5. Explain the different methods of protecting on-line content.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Task based approach
- b. Creative Commons
- c. User generated Content
- d. Prototypes
- e. E-learning
- f. LMS
- g. Readability

PS 104.4

Reg. No.

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St Aloysius College (Autonomous)

Mangaluru

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

August / September 2021

MEDIA AND CULTURAL STUDIES

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following.

(3x15=45)

1. Write an essay on the '*ideological state apparatus*'.
2. Discuss new-age colonialism in the context of globalisation.
3. Write an essay on the political economy of the media.
4. Explain the differences between the three schools of cultural thought.
5. Explain terrorism in the context of dominant and counterculture in India.

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. '*Culture*'
- b. '*Globalisation*'
- c. Postmodernism
- d. Discourse analysis
- e. '*Hegemony*'
- f. Marxist theory of media (Marx & Engels, 1973)
- g. How power is understood in culture studies?

PS 105.4

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

Time: 3 Hours

Max Marks: 70

SECTION - A

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

1. Define Political Communication. Discuss the various elements of Political Communication.
2. Discuss Political Communication and conflict with examples.
3. Critically discuss how opinion polls and poll surveys affect the electoral choices in a multi stage election.
4. Discuss the role of media in diplomacy with relevant cases.
5. With the help of relevant examples, explain the civil society engagement in political discourse especially on internet.

SECTION - B

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

- a. Framing theory
- b. Use of twitter for election campaigns
- c. Public Diplomacy
- d. Manufactured consent
- e. Priming
- f. Public sphere
- g. Media as a fourth estate
