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**St Aloysius College (Autonomous)**

**Mangaluru**

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

**January 2023**

**THEORIES OF COMMUNICATION**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. What is media ecology? Explain the relevance of the media ecology theory of Marshall McLuhan at current times.
2. What are group thinking and group decision-making? Mention some of the group decision-making methods.
3. What is Narrative Paradigm, according to Walter fisher? According to you, what makes one story better than other?
4. What do you understand about the following :  
"What does media do to people?" and "What do people do with the media"?  
Explain with relevant examples
5. What are the elements of communication? In this context, explain Shannon-Weaver's model and Berlo's SMCR model.

**SECTION – B**

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

**(5X5=25)**

- a) What is Rhetoric, and why is it an essential tool in persuasive communication
- b) Write in brief on Noam Chomsky model of communication.
- c) What is the Magic Bullet theory of mass media?
- d) What is the role of feedback in communication? How does 'noise' affect feedback?
- e) What is Cognitive dissonance, and mention its cause?
- f) Mention some of the core assumptions/hypotheses of the spiral of silence theory.
- g) What are queer Theories and its key elements?

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**St Aloysius College (Autonomous)  
Mangaluru**

**Semester I – P.G. Examination–M.A.(Journalism & Mass Communication)  
January 2023**

**ADVANCED REPORTING AND EDITING**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

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

1. Explain the significance of Investigative Reporting in Advanced Journalism.
2. How political reporting in journalism will contribute to build a better society? Discuss.
3. 'A picture speaks more than words'. Discuss this statement in connection to Journalism.
4. What is a feature story? Explain its features in detail.
5. Explain the differences between an article and an editorial.

**SECTION – B**

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

- a) Explain the various types of Leads
- b) What is the role of Proof Reading in editing?
- c) How Adobe InDesign will help in designing the Newspaper and Magazine Pages?
- d) Write a note of Journalistic Ethics
- e) Explain the significance of Sports Page in a newspaper
- f) Briefly explain the techniques of translation
- g) Describe the role of Voice Recorder in reporting

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**St Aloysius College (Autonomous)**

**Mangaluru**

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

**January 2023**

**Corporate Communication and Public Relations**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. Explain the nature and significance of Corporate Reputation Management.
2. Describe the various methods of evaluating the effectiveness of a PR Campaign.
3. Discuss the elements of a CSR programme with suitable examples.
4. Delineate the different stages of managing crisis communication with an appropriate example.
5. Explain Corporate Viral Marketing with an example.

**SECTION – B**

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

**(5X5=25)**

- a) Media Kit
- b) Employee Communication
- c) Corporate Image
- d) News jacking
- e) Mission and vision
- f) Corporate Advertising
- g) Key performance indicators in PR

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**St Aloysius College (Autonomous)**

**Mangaluru**

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

**January 2023**

**DEVELOPMENT OF MEDIA**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. Elucidate the contribution of press to world revolutions
2. Discuss the freedom to advocate any idea or action in the context of the freedom of the press.
3. Pinholes and Polaroid's to Digital Images. Discuss the evaluation of photography and how it shaped the world.
4. Enumerate the contribution of Indian television in spreading the message of socio--economic development in post – Independent India.
5. 'Indian Cinema carved out Niche for itself globally'. Elucidate this statement with recent trends in Indian Cinema.

**SECTION – B**

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

**(5X5=25)**

- a) Citizen Journalism
- b) Raja Ram Mohan Roy
- c) Kannada Journalism
- d) Community radio and rural development
- e) IPTV
- f) New media and activism
- g) OTT and new trends in cinema

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**St Aloysius College (Autonomous)****Mangaluru****Semester I – P.G. Examination–M.A.(Journalism & Mass Communication)****January 2023****MEDIA LAWS AND ETHICS****Time: 3 hrs.****Max Marks: 70****SECTION – A****Answer any THREE of the following:****(3X15=45)**

1. Explain the ethical considerations a media professional should keep in mind.
2. Elucidate the Cable Television Act
3. Right to Information is a Fundamental Right. Discuss.
4. Explain the Fundamental Right envisaged by Indian Constitution.
5. Freedom of speech and expression is the basic fundamental right. Discuss in the light of relevant cases.

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

- a) Reasonable Restrictions
- b) Copyright Act
- c) Libel
- d) Prasar Bharati Act
- e) Plagiarism
- f) Digital IPR
- g) Obscenity

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