

PH 102.4a

Reg. No.

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St Aloysius College (Autonomous)

Mangaluru

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

May/June - 2023

ONLINE BROADCASTING

Time: 3 Hours

Max Marks: 70

SECTION – A

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

1. How is writing for online video making different from writing for traditional video making?
2. What are the characteristic features of internet videos?
3. Discuss the merits and demerits of streaming over traditional broadcasting.
4. Highlight some of the community guidelines for You Tube?
5. How do podcasts work and write an account on the various podcast recording tools.

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SECTION - B

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

- a. iTunes
- b. Video sharing platforms and their significance
- c. Meme marketing
- d. Digital literacy
- e. Alternative media
- f. Sound cloud
- g. Digital activism

PH 102.4c

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St Aloysius College (Autonomous)

Mangaluru

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

May/June - 2023

INSTRUCTIONAL DESIGNING AND CONTENT WRITING

Time: 3 Hours

Max Marks: 70

SECTION – A

Write essays on any THREE of the following.

(3x15=45)

1. Explain the process of legacy documentation in technical writing.
2. Why it is important to develop themes and sub-themes for a document?
3. Discuss the significance of prototyping in Instructional designing with suitable examples.
4. Discuss the stages of content writing with suitable examples.
5. Various aspects of securing online content.

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SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Types of content
- b. Complex audience
- c. Features of technical writing
- d. User analysis techniques
- e. Readability
- f. Dialects and Jargons
- g. Indexing

PS 104.4

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St Aloysius College (Autonomous)

Mangaluru

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

May/June - 2023

MEDIA AND CULTURAL STUDIES

Time: 3 Hours

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Max Marks: 70

SECTION – A

Write essays on any THREE of the following.

(3x15=45)

1. Discuss the origin of Frankfurt School and how the ideologies that originated from this school have changed the dimensions of understanding the concepts of Media and culture studies.
2. Based on Stuart Hall's encoding and decoding of messages elucidate the following-
 - i) Oppositional/ Negotiated reading
 - ii) Dominant reading.
3. How culture evolved into a way of life?
4. Explain any four important characteristics of culture with examples.
5. Explain the following with suitable examples-
 - i) Cultural relativism
 - ii) Hegemony
 - iii) Discourse analysis

SECTION - B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Hermeneutics
- b. Semiotics
- c. Commodification of culture.
- d. Media as agent of cultural exchange.
- e. Composite cultures? Explain with 2 suitable examples.
- f. Differences between values and beliefs.
- g. Massification of culture.

PS 105.4

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St Aloysius College (Autonomous)

Mangaluru

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

May/June - 2023

POLITICAL COMMUNICATION

Time: 3 hrs.

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Max Marks: 70

SECTION – A

Answer any **THREE** of the following:

(3x15=45)

1. Discuss the recent theoretical approaches towards political communication?
2. Discuss the political communication aspects of Gandhi's Dandi March campaign.
3. Explain the role of media in propagating 'official' and 'unofficial' nationalisms with proper examples.
4. How globalization of media impacting tier #3 countries? Explain.
5. Media is the propaganda tool in political communication. Justify with case studies.

SECTION – B

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

(5x5=25)

- a) Public sphere
- b) Print capitalism
- c) Transnational news
- d) Political economy of media
- e) National identity
- f) Mediatisation
- g) Media and political conflict
