

R7597

Sub. Code

515101

M.A. DEGREE EXAMINATION, NOVEMBER – 2022.

First Semester

Journalism and Mass Communication

INTRODUCTION TO COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ following is the primary cause of noise in the communication process?
 - (a) a lack of cultural empathy
 - (b) ineffective listening skills
 - (c) the speaker's attributions
 - (d) an individual's life space

2. Gestures are the types of _____ communication
 - (a) Non verbal (b) Verbal
 - (c) Expressional (d) Face to face

3. Howling and hooting by the audience during a public speech is an example of
 - (a) positive feedback
 - (b) Neutral feedback
 - (c) complementary feedback
 - (d) Negative feedback

4. _____ explained the dysfunctional effects of mass media
- (a) Robert Merton
 - (b) Denis McQuil
 - (c) Marshall McLuhan
 - (d) Melvin DeFleur
5. According to Gabriel Almond and Sydney Verba, what are the three types of political cultures
- (a) Democratic, monarchial and totalitarian
 - (b) Hierarchical isolationist and social
 - (c) Individualized, objective and subjective
 - (d) parochial, subject and participant
6. The most accurate way to measure public opinion is by
- (a) election results
 - (b) straw votes
 - (c) studying the media
 - (d) scientific polling
7. _____ context refers to the similarity of backgrounds between the sender and the receiver.
- (a) Physical (b) cultural
 - (c) Chronological (d) Social
8. Deliberate manipulation of communication was referred to as
- (a) Campaigning (b) propaganda
 - (c) Advertising (d) Gossip
9. In fiber optics. the signal is _____ waves.
- (a) Radio (b) low- frequency
 - (c) light (d) infrared

10. McBride Commission deals with _____
- (a) Newspapers
 - (b) Electronic media
 - (c) New world information order
 - (d) Media ethics

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What do you understand by communication? Describe with the example of various elements and processes of communication.

Or

- (b) Differentiate between intra-personal and interpersonal communication.

12. (a) What are the essential factors of effective communication? Explain with example.

Or

- (b) Discuss gatekeeping models of Kurt Zadek Lewin

13. (a) Illustrate the significance of language, context, and communication as components of effective communication.

Or

- (b) Examine the barriers to cross-cultural communication in the workplace.

14. (a) Has the globalisation of media led to cultural imperialism? Discuss.

Or

- (b) Explain the influence of Social, Political, Economic, and Cultural dimensions of communication.

15. (a) Explain development of social media. Why it has become integral part of life?

Or

- (b) Discuss the role of media in the field of education.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Verbal communication plays an essential role in convey meaning and information to others. Explain.
17. Discuss the “Noise” element in shannon and weaver model with examples.
18. “Language is said to be the biggest barrier to communication” Discuss.
19. Critically examine the sociological theories of mass communication.
20. Illustrate how mass media influence public opinion in the Indian scenario.
21. The smartphone screen has transformed our meditation with the world. Discuss the embeddedness of the smartphone in everyday life concerning the production, consumption, and dissemination of screen culture.
22. Discuss in detail the functions of mass communication. -
23. Information overload has resulted from new communication technology Explain in the context of new media characteristics.

R7598

Sub. Code

515102

M.A. DEGREE EXAMINATION, NOVEMBER – 2022

First Semester

Journalism and Mass Communication

MEDIA LANGUAGE AND NEWS REPORTING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **ALL** questions.

1. One or two word small headline appearing on the left hand top of the story
 - (a) slug
 - (b) lead
 - (c) tophead
 - (d) small head

2. One line copy that describes the illustration, drawing or photograph is known as
 - (a) on-line
 - (b) cut-off
 - (c) cutline
 - (d) byline

3. Folio line gives details of
 - (a) editorial staff
 - (b) headline
 - (c) page number
 - (d) index of stories

4. The tone for broadcast news stories should be _____
- (a) Conversational, informal and relaxed
 - (b) Consistent with the rhetorical principles of Aristotle and Cicero.
 - (c) Similar to the tone adopted by a college lecturer.
 - (d) Similar to the tone of a lawyer advising a client.
5. _____ following is not a news value as per Galtung and Ruge's news factors?
- (a) Frequency
 - (b) Dystopia
 - (c) Meaningfulness
 - (d) Threshold
6. Hard news starts with a _____ lead.
- (a) Anecdotal lead
 - (b) Summary lead
 - (c) Pun lead
 - (d) Creative Lead
7. In an e-mail interview, no more than _____ questions should be asked.
- (a) fifteen
 - (b) Six
 - (c) Ten
 - (d) five
8. Opinion columns are types of _____ columns.
- (a) analytical
 - (b) entertainment
 - (c) leisure
 - (d) pass time
9. In today's pandemic reporting, journalism follows the _____ style of writing.
- (a) Expository
 - (b) Descriptive
 - (c) Narrative
 - (d) Persuasive

Part C

(5 × 8 = 40)

Answer any **FIVE** questions.

16. Explain the importance of language and literature in the field of Journalism.
17. “Grammar is the structural foundation of our ability to express ourselves”. Comment.
18. Describe the various beats and its sources in reporting.
19. Highlight the difference between Human interest news and PR news.
20. Evaluate the significance of 5Ws and 1H in news writing.
21. Discuss the various factors that define the newsworthiness of an event. Why proximity is perceived as a major factor in local news stories?
22. Analyse the techniques that successful magazines employ to attract readers, especially digital publications.
23. Discuss how new media are being used to enhance television news production and distribution.

R7599

Sub. Code

515103

M.A. DEGREE EXAMINATION, NOVEMBER – 2022.

First Semester

Journalism and Mass Communication

MEDIA LAWS AND ETHICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following was referred to as a “Gagging Act”?
 - (a) Censorship Act of 1799
 - (b) Licensing Act of 1857
 - (c) Vernacular Press Act of 1878
 - (d) Newspaper Act of 1908

2. False written statements or materials, including movies or photographs is called _____
 - (a) Libel
 - (b) Slander
 - (c) Lien
 - (d) Defamatory

3. Publishing proposals relating to lotteries is dealt under
 - (a) Section 293 A of IPC
 - (b) Section 294 A of IPC
 - (c) Section 295 A of IPC
 - (d) Section 296 A of IPC

4. Films can contain themes like drama, romance, sci-fi, action _____
- (a) U/A (b) U
(c) A (d) S
5. Undue influence at an election is an offence punishable under
- (a) Section 171 F (b) Section 170 F
(c) Section 169 F (d) Section 168 F
6. Contempt of Court was enacted for the first time in the year
- (a) 1952 (b) 1962
(c) 1972 (d) 1982
7. Indecent Representation of Women (Prohibition) Act was enacted in the year _____
- (a) 1977 (b) 1978
(c) 1986 (d) 1987
8. One of the key recommendations of first press commission
- (a) Introductions of Article 19(1) A
(b) Abolition of Press Council of India
(c) Special privileges to newspaper owners
(d) Setting up office RNI
9. Contemporary journalistic practice
- (a) tolerates a lot of plagiarism
(b) includes an absolute ban on plagiarism
(c) discourages monitoring competing media for ideas
(d) is as severe as any field in rejecting plagiarism

10. The _____ Corporation's main objective is to provide autonomy to Doordarshan and Akashvani in order to educate and entertain the public.
- (a) Broadcast Ministry
 - (b) Prasar Bharati
 - (c) Information and Broadcasting
 - (d) Press Council of India

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Bring out the challenges to new dimension of freedom of speech and expression with relevant examples.

Or

- (b) What were the measures taken by British government to control the vernacular press in India? Discuss.

12. (a) Explain about IPC Section 171(G) false statement in connection with an election with suitable cases.

Or

- (b) Critically analyse section 295(A) in the Indian Penal Code.

13. (a) Examine the nature of freedom of speech and expression in online media with reference to Indian context.

Or

- (b) Explain the signification Working Journalist act 1955.

14. (a) Write a note on responsibilities and powers and limitations of Prasar Bharati.

Or

(b) Explain the Official Secrets Act 1923 with recent case.

15. (a) Bring out the code of self regulation in advertising with relevant examples

Or

(b) Define media conglomeration with suitable examples.

Part C

(5 × 8 = 40)

Answer any **five** of the following questions.

16. Elaborate the important provisions of the Right to Information Act that are of special relevance and interest to the media.
17. Discuss the provisions of Cr.P.C. relating to security for keeping peace and good behavior.
18. Discuss the regulation of the provision of section 66A with the relevant provisions of IT Act, 2000. With relevant cases.
19. In the context of the information age era discuss the relevance of the Press and Registration of Books Act 1867.
20. Discuss in the light of paid news and fake news in the context of elections.
21. Discuss the role of the Film Censorship Board to ensure public interest.
22. “Legal rules, code of conduct and ethics are three pillars of healthy advertising environment”. Comment ASCI commercial code the laws available to protect Indian consumers against misleading advertisements.
23. Critically examine the public service broadcasting in India while comparing it with the BBC model.