

First Year M.A. Mass Communication and Journalism
Examination, August/ September-2008
Paper – I: PRINT MEDIA

Time:3 Hours

Max. Marks: 90

PART - A
«sÁUÀ – J

Note: 1) All questions carry **equal** marks.

2) Answer **any ten** questions.

(10 x 10 =100)

1. Examine the Indian press in its formative years.
2. What difference do you find between the language newspapers and the English newspapers in India?
3. Assess the political role of the Indian press in recent years.
4. Identify the problems of small newspapers in India.
5. Describe the organisational structure of magazine.
6. Enumerate the finer aspects of circulation management.
7. What preparation will you make to launch an English news magazine in your state?
8. Explain the news values of prominence and proximity. Give suitable examples?
9. List the sources of news and the problems in news gathering.
10. Elaborate the element of human interest.
11. Write a feature on **any one** not exceeding 300 words.
 - a) Medical tourism
 - b) Electric cars.
12. Detail the process of designing the front page of a daily.
13. What are the differences between a magazine cover and the front page of a daily?
14. Outline the characteristics of Photo – Journalism.
15. Write short notes on **any two**:
 - a) Measuring types
 - b) Employee ownership
 - c) Editorial policy
 - d) Price war

First Year M.A. Mass Communication and Journalism
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Paper – II: MEDIA IN INDIA

Time:3 Hours

Max. Marks: 90

PART - A
«sÁUÀ – J

Note: 1) All questions carry **equal** marks.

2) Answer **any ten** questions.

(10 x 10 =100)

1. Discuss the features of radio as a means of communication.
2. Examine the growth of radio in post-independent India.
3. Analyse the major programme formats adopted in radio. Which one is very effective on audience?
4. Explain the production process of a radio programme.
5. What are the recent changes you have noticed in broadcasting in India? Discuss.
6. What are the unique characteristics of TV as a medium of communication and entertainment? Discuss.
7. Write a note on the growth and development of TV in India.
8. Explain in detail the production process of a TV news bulletin.
9. What are the impact of TV on culture and lifestyle? Discuss with examples.
10. Point out how a film is produced. What is the role of a director?
11. What is a documentary? What are its advantages?
12. Comment on the recent trends in Indian cinema.
13. How important do you think are folk media in a country like ours? Discuss.
14. Based on examples, discuss how folk media could be used for national development.
15. Write short notes on **any two**.
 - a) FM Radio
 - b) Dance and Music programmes on TV
 - c) Yakshagana
 - d) Phone-in programme.

First Year M.A. Mass Communication and Journalism
Examination, August/ September-2008
Paper – III: COMMUNICATION THEORY AND RESEARCH
Time:3 Hours **Max. Marks: 90**

PART - A
«sÁUÀ – J

Note: 1) All questions carry **equal** marks.
2) Answer **any ten** questions.

(10 x 10 =100)

1. Explain the functions of mass communication.
2. Describe the ABX model of communication.
3. Explain how language, culture and communication are related to each other.
4. Trace the development of communication theories.
5. Examine the social aspects of communication.
6. Discuss the importance of cognitive theories in communication.
7. What are the characteristics of middle range theories?
8. What is the role of mass media in informal education?
9. Outline the nature and significance of communication research.
10. Detail the scientific approach to communication research.
11. How does a researcher analyse the data? Elaborate.
12. Write on the finer aspects of survey research.

13. Assess the impact of TV advertisements on children.
14. Discuss the effects of globalisation on mass media in India.
15. Write short notes on **any two**:
- | | |
|---------------------------------|---------------------------------|
| a) Historical method | b) Review of literature |
| c) Intra-personal communication | d) Public service broadcasting. |

First Year M.A. Mass Communication and Journalism
Examination, August/ September-2008
Paper – IV: MEDIA POLICY AND TECHNOLOGY

Time:3 Hours

Max. Marks: 90

PART - A
«sÁUÀ – J

Note: 1) All questions carry **equal** marks.

2) Answer **any ten** questions.

(10 x 10 =100)

1. List the main features of the Indian Constitution and discuss any two in detail.
2. What do you understand by freedom of speech and expression as enshrined in the Indian Constitution? Detail.
3. Define copyright and explain its importance.
4. In what way the Right to Information would make the democratic process more accountable and transparent? Analyse.
5. Examine the significance of the recommendations of the First Press Commission.
6. Has the autonomy given to Akashvani and Doordarshan been successful? Discuss.

7. Do journalists need a code of conduct? Why?
8. Point out how the Press Council of India is constituted. What are its powers?
9. Sketch the early growth of printing.
10. Analyse how computers have brought in revolutionary changes in newspaper publication.
11. Describe the techniques of web designing.
12. What are the advantages of the Internet? Discuss.
13. What are the main features of web publications? Explain.
14. What softwares are used for composing of the text and pagination? Detail.
15. Write short notes on **any two**:
 - a) Nudi
 - b) E-mail
 - c) Cellphone
 - d) Blogs.

First Year M.A. Mass Communication and Journalism
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Paper – V: APPLIED COMMUNICATION

Time:3 Hours

Max. Marks: 90

PART - A
«sÁUÀ – J

Note: 1) All questions carry **equal** marks.
2) Answer **any ten** questions.

(10 x 10 =100)

1. Define 'development'. Explain how modernisation and development are related.
2. Suggest a suitable model for development in the Indian context.
3. How can mass media make people aware of environmental problems?
4. Assign a role for advertising in a transitional India.
5. Discuss the scope for small advertising agencies in India.