

St Aloysius College (Autonomous)
Mangaluru

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

May - 2024

Communication Research Methods

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Apply your understanding of major trends in mass communication research in India to analyse and predict future directions and areas of exploration in the field.
2. What is Research Design? Mention the different types of research Design
3. Explain the different tools of data collection method used in quantitative & quantitative research.
4. What is Focus group Discussion? Explain the process of conducting a focus group discussion.
5. Find out if there is any correlation between the time spent by 10 students on cell phone and their grades as given below, using Pearson Correlation test.

Time spent on cell phone in a day	Grades
5	7
4	8
3	9
7	5
6	4
4	7
5	6
6	4
1	8
2	7

SECTION - B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Participatory research methods
- b) Types of sampling
- c) Reliability and validity of research
- d) Referencing in APA and MLA styles in media research.
- e) Find out the Standard Deviation of the age of the following; 23, 25, 27, 33, 35, 29, 30, 34, 21, 28
- f) Content analysis in Social media
- g) Level of measurement

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

May - 2024

Introduction to Audio Visual Media

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. What are different types of radio programs? Provide examples of different program and discuss their role in informing the public.
2. How can videography be used to create engaging educational content that enhances learning outcomes and facilitates skill development?
3. How have advancements in mobile technology transformed the way individuals capture and share visual content?
4. How do factors such as composition, lighting, color, and framing contribute to the visual impact and effectiveness of an image?
5. Evaluate the role of niche and specialized programming in catering to specific audience interests and subcultures.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Small Diaphragm Condensers
- b) Billboard
- c) Indoor Studio
- d) Over the Shoulder
- e) Variety Show
- f) Indoor Shoot
- g) Vox Pop

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St Aloysius College (Autonomous)**Mangaluru****Semester II – P.G. Examination–M.A. (Journalism & Mass Communication)****May - 2024****Film Studies****Time: 3 hrs.****Max Marks: 70****SECTION - A****Answer any THREE of the following:****(3X15=45)**

1. Critically analyze a film of your choice in terms of its use of narrative framing devices, such as flashbacks, voiceovers, or nonlinear storytelling. How do these techniques enhance or detract from the overall narrative impact of the film?
2. Define the French New Wave movement in cinema. Identify two influential filmmakers associated with this movement and discuss their contributions to French cinema.
3. Explain Akira Kurosawa's role in shaping the landscape of international cinema. Identify key themes or motifs in his work and discuss how they are reflected in his storytelling and visual aesthetics.
4. Discuss the emergence of African cinema and its impact on the global film landscape. Identify two key directors associated with African cinema and analyze how their films reflect the socio-political context of Iran.
5. Feminist Film Theory: Outline the key goals of feminist film theory. What are some of the primary concerns feminist film theorists aim to address within the realm of cinema?

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

- a) Camera movement techniques
- b) Expression of inner emotions
- c) Sir Alfred Hitchcock
- d) Classical Hollywood Cinema
- e) Semiotic & Cinema
- f) Depth of field manipulation
- g) Stylized visual presentation

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

May - 2024

Development Communication

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. What are the indicators of development according to Paul Streeten
2. Explore the evolution of e-governance initiatives in the context of development communication.
3. How does media influence social change? Discuss the role of media representations and digital activism in shaping public perceptions.
4. Compare different types of Indian media in communicating development messages.
5. Provide examples of how communication strategies have been utilized to empower marginalized communities and promote grassroots initiatives.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Conflicts Perspective
- b) Communication
- c) Digital India
- d) ICT
- e) SITE
- f) GDP
- g) Land Policy
