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**St Aloysius College (Autonomous)**

**Mangaluru**

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

**November - 2019**

**THEORIES OF COMMUNICATION**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

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**MANGALORE-575 003 (5X15=45)**

**Answer any THREE of the following:**

1. Explain Aristotle's and Shannon & Weaver's models of communication with appropriate examples.
2. What is Social Penetration Theory? Explain its significance.
3. Do media affect our thinking and behaviour and if so, how?
4. Explain Marshall McLuhan's concept of global village.
5. Describe the Media Framing process with suitable examples.

**SECTION – B**

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

**(5X5=25)**

- a) Selective Exposure
- b) Media & Violence
- c) Cognitive Dissonance
- d) Semiotics
- e) Magic Bullet Theory
- f) Spiral of Silence
- g) Male Gaze

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**St Aloysius College (Autonomous)**

**Mangaluru**

**Semester I – P.G. Examination – M.A. Journalism & Mass Communication  
November - 2019**

**ADVANCED REPORTING AND EDITING**

Time: 3 hrs.

Max Marks: 70

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**SECTION – A**

**I Answer any TWO of the following:**

**(2X15=30)**

1. 'Objectivity is a critical aspect in reporting'. Discuss, with examples.
2. How is writing for new media different from writing for print? Discuss with examples.
3. What is sting operation? Does it invade the privacy of an individual? Discuss the ethical issues concerned with sting operation.

**II Answer both the following questions:**

**(2X15=30)**

4. Write an editorial on the recent election results in Haryana and Maharashtra.
5. How does infographics help in explaining a story better? Discuss with any one story you have read recently.

**SECTION – B**

**Answer any TWO of the following**

**(2X5=10)**

6. What are the functions of Headlines and explain the different types of headlines.
7. Discuss the various designing softwares used in designing the page.
8. Prepare a questionnaire to interview a local MLA in your city regarding issues of waste segregation in your city.
9. Discuss the translation techniques used in reporting stories.

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**St Aloysius College (Autonomous)  
Mangaluru**

**Semester I - P.G. Examination - M.A. (Journalism & Mass Communication)  
November - 2019**

**CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

Time: 3 hrs.

Max Marks: 70

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**SECTION - A**

Answer any **THREE** of the following:

**(3X15=45)**

1. Discuss the nature and elements of corporate communication.
2. Analyse the role of corporate communication in building corporate image and identity.
3. 'Corporate social responsibility creates community goodwill'. Elucidate this statement.
4. Delineate the significance of strategic communication and public opinion in crisis management with the help of a case study.
5. Discuss the role of digital media in public relations.

**SECTION - B**

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

**(5X5=25)**

- a) Press conference
- b) Corporate website
- c) House journals
- d) Digital PR
- e) Corporate spokesperson
- f) Financial communication
- g) Corporate advertising

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**St Aloysius College (Autonomous)**

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**Semester I – P.G. Examination–M.A. Journalism & Mass Communication  
November - 2019**

**DEVELOPMENT OF MEDIA**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

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**(3X15=45)**

1. Highlight the characteristics of post-independent press.
2. Trace the origin and growth of printing in India.
3. Radio has regained its position in the modern world. Comment.
4. Explain the concept of citizen journalism with examples.
5. Narrate the contributions of Mahatma Gandhiji to Indian journalism.

**SECTION – B**

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

**(5X5=25)**

- a) R Roy as a Journalist
- b) PTI
- c) Community Radio
- d) New media
- e) Cable TV
- f) Mangaluru Samachara
- g) JA Hicky

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**St Aloysius College (Autonomous)**  
**Mangaluru**

**Semester I – P.G. Examination–M.A. Journalism & Mass Communication**  
**November - 2019**

**MEDIA LAW AND ETHICS**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

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**Answer any THREE of the following:**

**(3X15=45)**

1. Discuss the recent amendment bill on Right to Information Act of 2005.
2. What is a cyber crime? Explain the legal provisions to prevent cyber crime in India.
3. Discuss the freedom of speech and expression v/s corporate control on contents in media.
4. Explain the right to privacy on the backdrop of the judgment of 2017.
5. What is IPR? Explain the practical problem of implementing IPR Act in the digital era.

**SECTION – B**

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

**(5X5=25)**

- a) Sedition
- b) Creative Commons
- c) Prasar Bharathi Act
- d) Contempt of Court
- e) Copyright and Copyleft
- f) Reasonable restrictions

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# St Aloysius College (Autonomous)

## Mangaluru

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

November - 2018

### THEORIES OF COMMUNICATION

Time: 3 hrs.

Max Marks: 70

#### SECTION – A

Answer any **THREE** of the following:

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1. Discuss the 7 C's of communication.
2. Describe Shannon and Weaver, Osgood and Schramm models of communication.
3. How is agenda setting theory relevant in media? Analyse.
4. Discuss the impact of electronic media on children. Cite examples.
5. Explain Bandura's social learning theory.

#### SECTION – B

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

(5X5=25)

- a) Diffusion of Research
- b) Aristotle's model
- c) Selective Process
- d) Intrapersonal communication
- e) Interactive communication
- f) Reception analysis
- g) Spiral of silence

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**St Aloysius College (Autonomous)  
Mangaluru**

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

**November - 2018**

**MEDIA LAW AND ETHICS**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

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

1. What are Directives Principles of State Policy? Explain.
2. Discuss the Working Journalists Act.
3. Explain Cinematography Act and film censorship.
4. Discuss the code of ethics for journalists.
5. Discuss Right to Privacy with special reference to recent judgments of the Supreme Court.

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**SECTION – B**

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

- a) IPR
- b) Slander
- c) PCI Act
- d) Article 19(1)(a)
- e) PR Codes
- f) Freedom of Press
- g) Creative Commons

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2018**

**ADVANCED REPORTING & EDITING**

Time: 3 hrs.

Max Marks: 70

**SECTION - A**

I. Answer any **TWO** of the following:

(2X15=30)

1. How is photo journalism different from photography? With the help of an example, explain both of them.
2. What is interpretative reporting? In the backdrop of journalism undergoing an identity crisis, how can you preserve the sanctity of "journalistic objectivity" with interpretative reporting?
3. Elucidate the importance of page make-up and design in journalism. Draw a dummy page and demonstrate how you would employ the principles of page make-up?
4. You are familiar with the murder of noted journalist Gauri Lankesh, and the special Investigation Team formed to probe the murder. Some progress has been made with nearly 15 suspects being arrested. Some people are celebrating the murder on social media, spreading more fear and despair among those who stand for truth and Human Rights. With this at the back of your minds, write an editorial. While writing it, please keep the structure and role of editorials in journalism. Ensure it is neither a news report, nor an interpretative report, nor an article but an editorial.

II. Answer **BOTH** of the questions as directed:

(2X15=30)

5. Write a news report in about 250 words employing inverted pyramid structure. Use the given data below for the story. Remember to give a headline.

TRAVEL & TOURISM  
ECONOMIC IMPACT 2017  
INDIA

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2017 ANNUAL RESEARCH: KEY FACTS  
GDP: DIRECT CONTRIBUTION

The direct contribution of travel & tourism to GDP was INR 4,809.8bn (USD71.7bn), 3.3% of total GDP in 2016 and is forecast to rise by 6.9% in 2017, and to rise by 6.8% pa, from 2017-2027, to INR 9,988.5bn (USD148.2bn), 3.5% of total GDP in 2027.

GDP: TOTAL CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was INR 14,018.5bn (USD208.9bn), 9.6% of GDP in 2016, and is forecast to rise by 6.7% in 2017, and to rise by 6.7% pa to INR 28, 491.8bn (USD424.5bn), 10.0% of GDP in 2027.

Contd...2



EMPLOYMENT: DIRECT CONTRIBUTION: In 2016 Travel & Tourism directly supported 25,394,500 jobs (5.8% of total employment). This is expected to rise by 2.1% in 2017 and rise by 2.1% pa to 31,910,000 jobs (6.1% of total employment) in 2027.

EMPLOYMENT: TOTAL CONTRIBUTION: In 2016, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 9.3% of total employment (40,343,000 jobs). This is expected to rise by 1.8% in 2017 to 41,074,000 jobs and rise by 2.0% pa to 49,868,000 jobs in 2027 (9.6% total).

VISITOR EXPORTS: Visitor exports generated INR 1,529.3bn (USD22.8bn), 5.4% of total exports in 2016. This is forecast to grow by 5.4% in 2017, and grow by 6.1% pa, from 2017-2027, to INR 2,91.7bn (USD43.2bn) in 2027, 6.8% of total.

INVESTMENT: Travel & Tourism investment in 2016 was INR 2,284.9bn, 5.7% of total investment (USD34.0bn). It should rise by 4.5% in 2017, and rise by 5.7% pa over the next ten years to INR 4,149.0bn (USD61.8bn) in 2027, 5.7% of total.

6. Edit and rewrite the given story, Headline the story after you have edited.

Aparajith's day out: I am going to tell you about cricket. Batting is lot about applications. The fancied Tamil Nadu battling-other than B. Aparajith-locked this essential quality at the M.A> Chidambaram Stadium on Friday. It was the day of the under dogs. Andra, backing believe with clinical efficiency, dismissed the Tamil Nadu for 176 on one day of their Ranji trophy duel. There were bounce all through and some turn, but not stretch of imagination were it a venomous wicket. Useful stand: Tamil Nadu's flight could have been worst. But for the last wicket stand of 36 - the highest association of the innings - between Rahil Shah and K. Vignesh. In fact final two wickets gathered 62 valuable because of the dry conditions but the front-line Tamil Nadu batsman let themselves down with some casual stroke play. Tamil Nadu could not put together sizeable partnerships, the hurt of any innings which heart the host. Earlier, Aparajith (51 runs in 137 ball with 4x4) curbed his natural attacking instincts. Even as wickets went on felling, he was composted and balanced and prayed the ball later. He defarted top-edging sweeping to middle-on of left-arm spinner Bhargav Bhatt- the ninth wicket. Bhatt kept things tight, got the odd ball to turn and picked up four wickets. Today was a day when the Andhra attack hummed and the fielding was sharp. Medium-fast baller B. Ayyappa demanded attention with his compelling of-stump line and two-way movement. He also used the crease capably, getting closed to the stumps to deliver that moved away or going a tad wider for the incoming ball.

SECTION - B

Write short notes on any TWO of the following:

(5X2=10)

- a) What lead
- b) Photo syndicates
- c) Reporting courts
- d) Style sheet

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**St Aloysius College (Autonomous)  
Mangaluru**

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

**November - 2018**

**DEVELOPMENT OF MEDIA**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. How did India language press play an important role in the freedom movement? Analyse with suitable examples.
2. How did radio change the world communication scenario? Explain.
3. Narrate the evolution of cinema. What are the recent trends in Kannada cinema?
4. How has Internet changed the world communication system? Are we losing our identity in the digital age? Explain.
5. How has television changed the perception of the people? Explain with special reference to children's reality shows of Hindi channels.

**SECTION – B**

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(5X5=25)

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

- a) Amrit Bazar Pathrika
- b) The Hindu
- c) Mangalura Samachara
- d) The Deccan Herald
- e) CBFC
- f) The Times of India
- g) TRAI

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2018**

**FILM STUDIES**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

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

1. What is a film genre? Explain different kinds of film genres.
2. Discuss the history and development of cinema in the first three decades of its birth.
3. Comment on contributions of Girish Kasaravalli to Indian cinema. Discuss with reference to any one of his films.
4. Discuss the differences between documentary film, parallel cinema and popular cinema with examples.
5. Italian Neo-Realism paved the way for Indian New Wave. Discuss.

**SECTION – B**

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

- a) Adoor Gopalakrishnan
- b) Cinema Verite
- c) Three-point Lighting
- d) American New Wave
- e) *Majid Majidi*
- f) *Andre Bazin*
- g) *Ingmar Bergman*

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

November - 2018

**PUBLIC SPEAKING AND PRESENTATION SKILLS**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. If you are called on to present a public speech at a prestigious event, what are the preparatory measures you need to take?
2. Discuss the various aspects of being an Ethical Speaker. What are the challenges you would have to face in being politically correct while presenting a speech?
3. What are the different types of speeches? Write in detail about any three, and provide examples.
4. What are the different ways to conduct audience analysis and research? Illustrate your answer with suitable examples.
5. Create content for 15-20 slides on any one of the following for Power Point Presentation:

- a) Portrayal of Women and Children in Films
- b) Current Economic Situation in India
- c) Your Favourite Sport

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**SECTION – B**

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

(5X5=25)

- a) Persuasive Speech
- b) Stage Fear
- c) Methods of Delivery
- d) Power Point Slides
- e) Public Speaking V/s Casual Conversation
- f) Retaining Attention of the Audience
- g) Special occasion speech

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2017**

**THEORIES OF COMMUNICATION**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

**Answer any FOUR of the following:** (4X15=60)

1. Compare and analyse normative theories of communication with examples.
2. What are the elements of the communication process?
3. Discuss any three models of communication.
4. Explain the cultivation theory of communication.
5. Make a critical analysis on media and women.
6. How violence and obscenity become a part and parcel of Media? Elucidate.

**SECTION – B**

**Write short notes on any FOUR of the following:** (4X2½=10)

- a) Non-verbal communication
- b) Perception
- c) HUB model
- d) Gate-keeping
- e) Clarity
- f) Motivation

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

**November - 2017**

**MEDIA LAW AND ETHICS**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **FOUR** of the following:

(4X15=60)

1. Explain the salient features of Indian Constitution.
2. Describe the Law of Defamation.
3. List out the recommendations of the First Press Commission.
4. What is Film Censorship? Discuss the procedures.
5. Discuss the Right to Information Act.
6. Make a note on PCI.

**SECTION – B**

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

(4X2½=10)

- a) Article 19(2)
- b) Contempt of Court
- c) Joshi Committee
- d) Press Commission
- e) Copyright Act
- f) National Broadcasting Authority

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

November - 2017

**ADVANCED REPORTING & EDITING**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

I. Answer any **TWO** of the following:

(2X15=30)

1. When you meet practicing journalists and speak to them about journalism education, you hear them making fun of J-schools saying that inverted pyramid is passe, and none in the industry follows it anymore. How do you respond to this? Using examples from daily news papers, give a detailed response to such reactions. Your answer must deal with your learning about news writing.
2. Where do newspapers get their news from? Explain in detail.
3. What are the things you need to be aware of while covering courts? Compare that with covering legislature.
4. Explain the process of "editing" or "news processing" from the moment news reaches news room, till it goes to the press to be printed. While answering, pay special attention to the aspect of proof-reading.

II. Answer **BOTH** of the questions as directed:

(2X15=30)

5. Write a news report in about 250 words, employing inverted pyramid style. Use the given data for your story. Give a suitable headline.
  - ISRO's vast experience in 63 launch missions makes it capable of providing the best mission support services. Antrix Corporation bid for customer satellites on behalf of ISRO. India's space sector has state-of-art infrastructure for both low earth orbiting and geo-stationary satellite missions.
  - Currently, Polar Satellite Launch Vehicle (PSLV) and Geosynchronous Satellite Launch Vehicle (GSLV) are the operational launch vehicles of ISRO. The facility located at Sriharikota in South India.
  - Since its inception, South East Asia and the Middle East such as European Space Agency, NASA and US space agency are Antrix's clients. It also caters to globally-known space companies such as Avanti Group, World Space, Inmarsat and World Sat. In the last two years, Antrix has managed to earn foreign exchange of USD 91 Million by promoting and marketing the various products and services created by India's space programme.
  - With 35 consecutive successful flights, PSLV is one of the most reliable launch vehicle with an ability to perform low inclination, Geo-synchronous Transfer Orbit(GTO) and sub-GTO missions. The launch vehicle comes with three different configurations with capacities ranging from 1,000-1,750kg. Considered extremely reliable, PSLV was used to launch India's Mars Orbiter Mission (MOM) on September 24, 2014.

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- Another launch vehicle, Geosynchronous Satellite Launch Vehicle (GSLV) is a three-stage vehicle employing solid, liquid and cryogenic propulsion stages. It has had 11 successful launches till date.
- On February 15, 2017 Indian Space Research Organisation's (ISRO) Polar Satellite Launch Vehicle (PSLV) successfully launched a record number of 104 satellites in the orbit. Along with Indian payloads, ISRO's workhorse PSLV carried satellites of USA (96), Netherlands (1), Switzerland (1), Israel (1), Kazakstan (1) and UAE (1) which had a combined weight of 1378 kg. With this new world record, the number of foreign satellites launched by India went up to 209 from 28 countries.
- As ISRO plans to build second vehicle assembly building, the launch capabilities of the organization will increase to at least 12 rockets per year. Antrix Corporation, ISRO's commercial arm, played an important role in negotiating launch deals from around 28 countries.

6. Edit and rewrite the given story. Headline the story after you have edited.

One day the government should consult states on bringing petrol products into the ambit of the Goods and Services Tax (GST), Modi the Prime Minister of India said on Monday.

Mr. Modi is reacting to suggestions from industry leaders to bring its products, that now face high Central and State levies, into the GST network, at an official meeting with head huchos of the oil and gas industry.

Centre currently levies an exercise duty of ₹19.48 per litre on petroleum and states levy VAT ranging between 6% and 48%. Petrol Minister Dharmendra Pradhan is repeatedly urged the GST Council to bring petrol and diesel under GST.

At the movement, petrol, diesel, natural gas, and alcohol are inside GST.

The PM stressed the need to develop energy infrastructure in yeast India, and urged the private sector to participate in coal gasification and biomass energy through joint ventures.

**Saudi's vision loaded'**

"The PM thanked the Russian president Vladimir Putin and Rosneft..., for their support to India's energy sector, and also appreciated the 2030 vision document of the Kingdom of Saudi Arabia," said a statement from the PM's office.

"Warmly recalling his visit to Saudi Arabia, Mr. Modi said many progressive decisions are being taken there in the energy sector. He looked forward to various opportunities for cooperation between India and Saudi Arabia in the near future," it said.

"The PM said that as India moves towards a cleaner and more fuel-efficient economy, he wants its benefits to expand to all sections of the society, and, in particular, to the poorest."

**SECTION - B**

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

**(4X2½=10)**

- Press Kit
- Profiles
- Page Make-up
- Pocket Cartoons
- Photo Editing
- Anchor Stories

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**St Aloysius College (Autonomous)  
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Semester I – P.G. Examination – M.A.(Journalism & Mass Communication)  
November – 2017

**DEVELOPMENT OF MEDIA**

Time: 3 Hours

Max. Marks: 70

**SECTION - A**

Answer any **FOUR** of the following:

(4X15=60)

1. Illustrate the contribution of Raja Ram Mohan Roy to Indian Journalism.
2. Development of Radio as a medium of communication.
3. Trace the growth of Cinema in India.
4. Discuss the merits and demerits of new media technology.
5. Trace the growth of Kannada Journalism.
6. Trace the Birth of Indian News Agencies.

**SECTION - B**

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

(4X2½=10)

- a. Bal Gangadhar Tilak
- b. Press Council of India
- c. Cable Television in India
- d. TRAI
- e. Community Radio
- f. The Times of India

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**St Aloysius College (Autonomous)  
Mangaluru**

Semester I – P.G. Examination – M.A.(Journalism & Mass Communication)  
November – 2017

**FILM STUDIES**

Time: 3 Hours

Max. Marks: 70

**SECTION - A**

Answer any **FOUR** of the following:

(4X15=60)

1. Discuss the narrative of the film 'Ghost and the Darkness' with clear indications to plot point #1 and plot point #2.
2. Differentiate between scene, shot and sequence within the structure of a film. Explain with case studies of 'Singing In The Rain' or 'The Matrix'.
3. Discuss 'Psycho' as a psychological drama.
4. How does 'Jurassic Park' manifest contemporary social anxieties?
5. Discuss the contributions of Hollywood Cinema on Indian filmmakers. What similarities and differences do you find in contemporary Hollywood and Bollywood Cinema?
6. The camera angle determines both audience viewpoint and area covered in the shot. Provide your thoughts on this statement.

**SECTION - B**

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

(4X2½=10)

- a. Montage
- b. Trip to the Moon
- c. Film Genres
- d. Orson Welles
- e. Language of Cinema
- f. Satyajit Ray

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**St Aloysius College (Autonomous)  
Mangaluru**

Semester I – P.G. Examination – M.A. (Journalism & Mass Communication)  
November – 2017

**PUBLIC SPEAKING AND PRESENTATION SKILLS**

Time: 3 Hours

Max. Marks: 70

**SECTION - A**

Answer any **FOUR** of the following: (4X15=60)

1. Discuss the importance of communication in personal and professional environments.
2. Write a detailed note on how charisma works in building credibility, motivation and persuasive strategies with examples from the field.
3. What are the various strategies and techniques to develop good listening and feedback skills?
4. You are about to launch a product similar to iPod. You are in the position of Steve Jobs. Write your specific purpose statement and central idea. Prepare a detailed outline of your speech. Be sure to include a thorough description of your topic in the introduction. Write your audience analysis and compile your reference list.
5. Illustrate the importance of body language in delivering a public speech with examples.
6. How will you go about with the delivery of professional and personal speeches using visual aides, where appropriate, to enhance your presentation?

**SECTION - B**

Write short notes on any **FOUR** of the following: (4X2½=10)

- a. Eye Contact
- b. Handshake
- c. Rhetoric
- d. Interpersonal Communication
- e. Special Occasion Speeches
- f. Overcoming Anxiety

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