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**St Aloysius College (Autonomous)
Mangaluru**

**Semester II – P.G. Examination–M.A. (Journalism & Mass Communication)
May / June - 2023**

Communication Research Methods

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any TWO of the following questions. (2X15=30)

1. Explain elaborately the difference between qualitative and quantitative research approaches in Research.
2. What is sampling? Explain probability sampling techniques in detail
3. Explain the Interview process followed to collect data from primary sources. List out the advantages and disadvantages of an interview process
4. What is Research Problem? Selecting a good research problem defines the relevance of good research. Discuss

Compulsory question. (1X15=15)

5. Given below is the data of the coverage by number of reports given by three newspapers to three political parties in the recent Karnataka election over period of one week. Using Chi Square test, find out if there is significance difference in the way they have given coverage to these parties.

	Congress	BJP	JD (S)
<i>The Hindu</i>	40	35	25
<i>Deccan Herald</i>	50	40	20
<i>Times of India</i>	35	55	15

Chi Square distribution

df	.05
3	7.815
4	9.488
5	11.070

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SECTION – B

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

- a) Research objectivity
- b) Observation research
- c) Correlation
- d) Content analysis
- e) Levels of Measurement
- f) Variables
- g) Test whether there is association between cancer and smoking (table value=3.84)

Cancer	smoking	
	yes	No
Yes	24	8
No	10	15

PH 102.2

Reg. No.

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St Aloysius College (Autonomous)
Mangaluru

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

May / June - 2023

Introduction to Audio Visual Media

Time: 3 hrs. **ST.ALOYSIUS COLLEGE**
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Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Explain Camera shots, Camera angles & Camera movements
2. Explain the different types of mircophones and their uses.
3. What are the different types of TV programmes? Explain with examples.
4. How scripting for radio is different from television? Give examples.
5. Write a screenplay for 1 min promo video of the department.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Black and white Photography
- b) Over the shoulder shot
- c) Portable lighting equipment
- d) Video editing software
- e) Radio documentaries
- f) Colour temperature
- g) Mobile photography

PH 103.2

Reg. No.

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Mangaluru

Semester II – P.G. Examination–M.A. (Journalism & Mass Communication)
May / June - 2023

FILM STUDIES

Time: 3 hrs. **ST.ALOYSIUS COLLEGE**
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Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Explain the film narrative with examples.
2. Explain the characteristics of French New Wave films with examples.
3. What do you mean by grammar cinema? Why is it important?
4. Discuss the film theory of Siegfried Krsacauer.
5. Write a short essay on Shyam Benegal and his films.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) African cinema
- b) Parallel cinema
- c) German expressionism
- d) Sir Alfred Hitchcock
- e) Laura Mulvey
- f) Latin American Films
- g) Girish Kasaravalli

PS 104.2

Reg. No.

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Semester II – P.G. Examination–M.A. (Journalism & Mass Communication)
May / June - 2023

Development Communication

Time: 3 hrs. **ST.ALOYSIUS COLLEGE**
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Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Discuss the role of communication in development.
2. Explain development communication project initiated in India to solve issues related to health, education and poverty.
3. Explain the theories and factors of social change.
4. What are the indicators of Development? Discuss the Cultural model and Participatory model.
5. Explain how folk media can be used to disseminate the development messages in the rural community.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Development support communication
- b) Sustainable development
- c) Social media for change
- d) Kheda communication
- e) David McClelland
- f) ICT in development for gender equality
- g) Nehru model of communication
