

St. Joseph's Degree & PG College

Autonomous – Affiliated to Osmania University
Re-Accredited by NAAC with 'A' Grade
King Koti Road, Hyderabad – 500029.

MA (Journalism & Communications) I Year / Semester-I
November 2018 Examinations

Subject: Media & Communication Theory

Time: 3 Hrs

Max Marks: 60

Date: 06.11.2018

Section –A

I. Answer All questions not exceeding one page each

5 x 4 = 20

1. Define the concepts of Mass, Audience Typology & Media Institutions.
2. Aristotle's model of communication.
3. Cultivation theory.
4. Uncertainty Reduction theory.
5. Critical Cultural Theory.

Section –B

II. Answer the following questions not exceeding three pages

5 x 8 = 40

6. (a) Definition, meaning, nature and Process of Communication. Give examples.
OR
(b) Elucidate the types of communication. Give examples for each.
7. (a) Draw & explain the Gerbner's model of communication.
OR
(b) Draw & explain the Wesley and McLean's model of communication.
8. (a) Discuss the Magic Bullet Theory & the impact media has on the society.
OR
(b) Explain Walter Lippman's theory of Public opinion.
9. (a) Explain the Uses and Gratification theory.
OR
(b) Discuss the Social Information Processing Theory
10. (a) Explain Marshall McLuhan's take on *The Medium is the Message*.
OR
(b) What are the contributions of the Frankfurt School theorists in respect to Media & Culture Industry.

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MA (Journalism & Communications) I Year / Semester-I

November 2018 Examinations

Subject: Reporting & Editing

Time: 3 Hrs

Max Marks= 60

Date: 09.11.2018

Section –A

I. Answer All questions not exceeding one page each

5 x 4 = 20

1. Basic structure and components of a news story
2. Advocacy reporting
3. Sources of news
4. Purpose and style of headlines.
5. Editing is an art and a science. Write in detail about its importance and process.

Section –B

II. Answer the following questions not exceeding three pages

5 x 8 = 40

6. A. How will you report a sports event conducted by an organization with a motive of promoting social awareness regarding health? Who all will you consider as your sources of Information?

OR

- B. If you are a development journalist, how will you utilize your profession and power to change the society?

7. A. What are the different types of headlines that are commonly used in a newspaper?

OR

- B. Why editing is considered as an art and essential before publishing a news?

8. A. It is said that "News paper is the mirror of a society". So, as a journalist, how far do you think objective reporting is important considering the responsibilities you have towards the society?

OR

- B. Through community reporting, a newspaper can help in the development of a place. As a community reporter how far you agree with this and how will you act to bring a positive change in the society?

9. A. Make ten questions to interview a newspaper chief editor to know the functioning of an editorial board.

OR

- B. Write a review for a film that you have watched recently.

10. A. Media organizations are forgetting its duties and responsibilities and as an outcome of this, advertisement and advocacy journalism occupies major space in newspapers. Can advocacy journalism be accepted and justified if it is used for a good cause?

OR

- B. Mean world syndrome, the term coined by George Gerbner describes a phenomenon whereby violence-related content of mass media makes viewers believe that the world is more dangerous than it actually is. As a crime reporter, how do you manage not to create unnecessary tension in the society while reporting the story.

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MA (Journalism & Communications) I Year / Semester-I

November 2018 Examinations

Subject : Television & Film Studies

Time: 3 Hrs

Max Marks: 60

Date: 12.11.2018

Section –A

I. Answer All questions not exceeding one page each

5 x 4 = 20

1. What is post production?
2. What is focal length?
3. What is auteur theory?
4. Explain shooting phase.
5. What is non-linear narrative?

Section –B

II. Answer the following questions not exceeding three pages

5 x 8 = 40

6. a) Explain the uses of lights in Television Production.

OR

b) Write a note on production elements.

7. a) How camera works? What are the types of camera?

OR

b) Explain the operational characteristics of lenses.

8. a) Explain in detail the influence of Italian Neorealism in Indian cinema.

OR

b) Write a note on Apparatus theory with an example.

9. a) Examine the process of Film production and various departments.

OR

b) Explain Plot Segmentation with an example.

10. a) Take any one film each of the following directors and analyze the technical aspects, narrative and significance of the film of its time.

(i) Satyajit Ray (ii) Shyam Benegal

OR

b) What is Genre? Explain the different types of Genres with examples.

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MA (Journalism & Communications) I Year / Semester-I

November 2018 Examinations

Subject: Introduction to Journalism & Indian Society

Time: 3 Hrs

Max Marks: 60

Date: 14.11.2018

Section –A

I. Answer All questions not exceeding one page each

5 x 4 = 20

1. Journalism as a profession
2. Development media theory
3. Why small and medium newspapers need public support?
4. Right to Information
5. Self-regulation by media

Section –B

II. Answer the following questions not exceeding three pages

5 x 8 = 40

6. a) Critically evaluate role of journalism as agenda setting function in present times with relevant examples.

OR

- b) Give your observations on characteristics of English daily and a magazine you read.

7. a) Journalism, Public opinion and Democracy – Throw some light on these three ideas and spell out why they stand significant?

OR

- b) What are advantages and disadvantages of Libertarian, Authoritarian, Participatory and Socialist media systems theories?

8. a) Elaborate on history, growth and trends of Indian languages newspapers.

OR

- b) What are news magazines, general interest magazines and specialized magazines? Give examples for each type.

9. a) How do ownership patterns of newspapers, media monopoly and cross media ownership affect truth?

OR

- b) Curbing freedom of speech and expression has always been seen as an attempt to stifle the media. Explain.

10. a) List out the roles and functions of Press Council of India (PCI).

OR

- b) Discuss about National Readership Survey, Audit Bureau Circulation, Editors Guild of India and Indian Newspaper Society.

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MA (Journalism & Communications) I Year / Semester-I

November 2018 Examinations

Subject: Public Relations

Time: 3 Hrs

Max Marks: 60

Date: 16.11.2018

Section –A

I. Answer All questions not exceeding one page each

5 x 4 = 20

1. PRO
2. Internal Publics
3. Corporate image
4. Freeman's Stakeholder theory
5. RSS feed

Section –B

II. Answer the following questions not exceeding three pages

5 x 8 = 40

6. a) Define Public Relation. Discuss the structure and function of PR department.

OR

- b) Explain the scope of PR and how is it different from Advertising, Propaganda and Lobbying.

7. a) Explain the various Publics of an Organization and the importance of Communicating with them.

OR

- b) Describe the four stages of PR process.

8. a) Discuss the various tools of PR.

OR

- b) Define Corporate PR. Describe briefly PR strategy, campaign and steps in Campaign Planning.

9. a) Explain the need of Government Relations? Discuss the structure of PR departments in Government organizations.

OR

- b) What is Community Relations? Discuss role of PR in maintaining Community Relations.

10. a) Discuss the various Social Media Tools used for effective Business Communication.

OR

- b) Discuss the rules needed for Developing Press Release for Social Media with an example.
