

**St. Joseph's Degree & PG College**

Autonomous-Affiliated to Osmania University

Re-Accredited by NAAC with 'A' Grade

King Koti Main Road, Hyderabad-29.

**End Semester Examinations, December 2019**

**MA (Journalism & Communication) I Year**

**Semester – I**

**Subject: Media and Communication Theory**

**Time: 3 Hrs**

**Max Marks: 60**

**Date: 16-12-2019**

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**Section-A**

**I. Answer all the questions in not more than one page each**

**5x 4=20Marks**

1. Intrapersonal Communication
2. SMCR Model
3. Magic Bullet Theory
4. Cognitive Dissonance Theory
5. Mass Culture

**Section-B**

**II. Answer all the questions by using internal choice in not exceeding 4 pages each**

**5x8=40Marks**

6. a) Explain the various types of Communication.

**OR**

b) What are the Normative Media Theories? Discuss their relevance today

7. a) Explain Wesley and McLean model of communication.

**OR**

b) Explain the Gerbner's model of Communication.

8. a) Describe the concept and Devices of propaganda.

**OR**

b) Explain Mass Society theory.

9. a) Explain the theory of Uses and Gratifications.

**OR**

b) Describe the Social Information Processing theory.

10. a) Discuss the Marxist perspectives of Communication Theory

**OR**

b) Explain the Critical theory of Frankfurt School.

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**End Semester Examinations, December 2019**

**MA (Journalism & Communication) I Year**

**Semester – I**

**Subject: Subject: Reporting and Editing**

**Time: 3 Hrs**

**Max Marks: 60**

**Date: 17-12-2019**

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**Section-A**

**I. Answer all the questions in not more than one page each**

**5x 4=20Marks**

1. What is Reporting in Media?
2. Interviewing Techniques.
3. Write about District Copy.
4. Write about Film Review.
5. What is Proof Reading?

**Section-B**

**II. Answer all the questions by using internal choice in not exceeding 4 pages each**

**5x8=40Marks**

6. a) What are the key components of a good News story?

**OR**

- b) Explain the different forms of Reporting.

7. a) What is the difference between Investigative and Interpretative Reporting?

**OR**

- b) What questions are asked in Fashion interview?

8. a) What does a copy Editor do for a Newspaper?

**OR**

- b) What is general news in Newspaper?

9. a) What are the different types of headlines in Newspaper?

**OR**

- b) How do we write a Book review?

10. a) What are the different types of Editing?

**OR**

- b) What is the role of Sub-Editor?

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End Semester Examinations, December 2019

MA (Journalism & Communication) I Year

Semester – I

Subject: Television and Film Studies

Time: 3 Hrs

Max Marks: 60

Date: 18-12-2019

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### Section-A

I. Answer all the questions in not more than one page each

5x 4=20Marks

1. Linear Editing.
2. CCU
3. Plot
4. Partial script
5. Screen Theory

### Section-B

II. Answer all the questions by using internal choice in not exceeding 4 pages each

5x8=40Marks

6. a) Explain the major elements of TV production.

OR

- b) Discuss in detail with examples about three basic Camera shots that are often used in making TV programmes.

7. a) Explain the Optical characteristics and Operational controls of lenses.

OR

- b) Write down the special Mounting devices. Why these devices are more flexible than Conventional camera mounts?

8. a) Trace the evolution and history of Hollywood cinema.

OR

- b) Discuss the contribution of Cahiers du Cinema in development of Auteur theory.

9. a) Describe the essential qualities of a successful Scriptwriter.

OR

- b) Explain the principles of Film form.

10. a) Explain in detail 3 genres of Films with suitable examples.

OR

- b) What is the impact of Satyajit Ray on Indian new wave cinema?

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MA (Journalism & Communication) I Year

Semester – I

Subject: Introduction To Journalism & Society

Time: 3 Hrs

Max Marks: 60

Date: 19-12-2019

### Section-A

I. Answer all the questions in not more than one page each

5x 4=20Marks

1. Duties of Journalist
2. Public interest
3. General-interest magazines
4. Article 19 (1) (a)
5. Self regulation

### Section-B

II. Answer all the questions by using internal choice in not exceeding 4 pages each 5x8=40Marks

6. a) Define Journalism and outline its scope in a Democratic society.

OR

- b) Discuss the broad features of India's News publications.

7. a) What are the salient features of an Authoritarian media system? Are they applicable to India?

OR

- b) Discuss the role of Journalism in Developing Public opinion? Give an example,

8. a) Sketch the growth and development of Newspapers in Pre-Independence India.

OR

- b) Discuss the growth and development of Magazine Journalism in India.

9. a) What is the prevalence of Cross-media ownership in India? Why is it an issue?

OR

- b) Discuss some of the Ethical concerns in Journalism.

10. a) What is the Editors Guild of India? Cite any two of its recent interventions.

OR

- b) Discuss some of the emerging / contemporary issues in Indian Journalism.

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End Semester Examinations, December 2019

MA (Journalism & Communication) I Year

Semester – I

Subject: Public Relations

Time: 3 Hrs

Max Marks: 60

Date: 20-12-2019

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### Section-A

I. Answer all the questions in not more than one page each

5x 4=20Marks

1. Define PR.
2. Suppliers Relations
3. Corporate citizen
4. Press kit
5. Define PR 2.0.

### Section-B

II. Answer all the questions by using internal choice in not exceeding 4 pages each 5x8=40Marks

6. a) Explain in detail the structure and functions of PR department.

OR

- b) Discuss the differences between PR and Advertising.

7. a) Explain the role and importance of communicating to the external publics of PR.

OR

- b) What are the four stages of PR process? Explain.

8. a) Discuss in detail about the concept of strategic PR and Reputation management.

OR

- b) Explain in detail the elements of corporate PR.

9. a) What is the role and importance of maintaining Media Relations? Explain.

OR

- b) Discuss in detail about nature and need for Government Relations.

10. a) Comment on tools of PR 2.0.

OR

- b) Explain in detail the rules of social media Press release.