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St Aloysius College (Autonomous)

Mangaluru

Semester IV– P.G Examination

M.A. (Journalism & Mass Communication)

April-2025

ONLINE AUDIO/VISUAL PRODUCTION

Time: 3 Hours

ST.ALOYSIUS COLLEGE
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MANGALORE-575005

Max. Marks: 70

SECTION-A

Write essays on any THREE of the following. (3x15=45)

1. Examine the influence of technological innovations, such as AI and personalized recommendations, on consumer behavior in online
2. Design a podcast script outline for a 10 minutes episode, and discuss strategies for engaging the audience throughout the episode.
3. Analyse the role of social media platforms in amplifying the reach and impact of viral marketing videos, with a focus on platforms like Youtube and Instagram.
4. Develop a comprehensive plan for planning and recording a podcast episode, including pre-production, recording, and post-production steps.
5. How do you write scripts differently for short videos on social media compared to longer videos?

SECTION-B

Write short notes on any FIVE of the following. (5x5=25)

6. New Media
7. Explain different types of audio formats
8. Intellectual Property Law
9. Outline podcast planning steps.
10. IGTV
11. E-Commerce Consumption
12. Compare Internet radio and traditional radio

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Semester IV– P.G Examination

M.A. (Journalism & Mass Communication)

April-2025

INSTRUCTIONAL DESIGNING AND CONTENT WRITING

Time: 3 Hours ST.ALOYSIUS COLLEGE
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Max. Marks: 70

SECTION-A

Write essays on any THREE of the following. (3x15=45)

1. Evaluate the significance of clear and concise technical writing when preparing technical specifications for a product. Discuss the potential consequences of poorly written documentation, and suggest best practices to avoid common pitfalls.
2. Compare and contrast the Analysis phase and the Evaluation phase in the instructional design process. How do these phases interrelate, and what is their impact on the learning outcomes?
3. What are the key differences between writing for a local audience and a global audience? How can cultural differences impact the interpretation of instructional content? Provide one example
4. Explain the role of an editorial checklist in the content creation process. How does it ensure quality, consistency, and accuracy in instructional materials?
5. Discuss how different audiences would influence the style, tone, and complexity of instructional content. Explain the importance of knowing your audience when writing instructional content using relevant examples.

SECTION-B

Write short notes on any FIVE of the following. (5x5=25)

6. Types of Content
7. Media selection & delivery system
8. Self-paced Vs instructor led learning
9. copyright & Web Publishing
10. Editing for the Web
11. ADDIE
12. Technical Writing Process

PS 104.4

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Semester IV- P.G Examination

M.A. (Journalism & Mass Communication)

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MANGALORE-575 003

April-2025

MEDIA AND CULTURAL STUDIES

Time: 3 Hours

Max. Marks: 70

SECTION-A

Write essays on any THREE of the following. (3x15=45)

1. How does the integration of cultural studies into media production influence the representation of divine culture and identities.
2. Analyze the role of media as mediators of political reality. How do media organizations influence the construction and dissemination of political narratives? Discuss the mechanisms through which media shape public opinion, influence political agendas etc.
3. Analyze how the concept of hegemony is treated by the Birmingham School, particularly in the works of Raymond Williams and Stuart Hall. How does this concept help in understanding the role of culture in society?
4. Evaluate the democratization of information enabled by digital technologies. How does increased access to information empower individuals and marginalized communities? Consider the role of citizen journalism and social media in democratizing the flow of information.
5. What is meant by the term "subculture" in the field of journalism and mass communication? Explore how subcultures emerge within larger societal contexts and analyze their significance in shaping media content and audience engagement.

SECTION-B

Write short notes on any FIVE of the following. (5x5=25)

6. Ideology
7. Ideological State and ISA
8. Hegemony
9. Media Framing Strategies
10. Alienation
11. Cultural Identity
12. Mass society theory

PS 105.4

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April-2025

POLITICAL COMMUNICATION

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SECTION-A

Time: 3 Hours

Max. Marks: 70

Write essays on any THREE of the following. (3x15=45)

1. Trace the history of political communication research and highlight key developments.
2. Discuss Jürgen Habermas' concept of the public sphere and its relevance in modern political communication.
3. Discuss the influence of media in foreign policy decision-making with relevant case studies.
4. Analyze the power of citizen journalism in international conflicts and its credibility in mainstream media.
5. Analyze the concept of mediatized politics in war, conflict, and terrorism-related situations.

SECTION-B

Write short notes on any FIVE of the following. (5x5=25)

6. Dandi March
7. Political Discourse
8. Soft Power
9. Big Data in Politics
10. Media Strategy in Campaigns
11. Cyber Campaigning
12. Political Advertising
