

**St Aloysius (Deemed to be University)  
Mangaluru**

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

**November - 2024**

**Theories of Communication**

**Time : 2 ½ Hours**

**Max. Marks : 60**

**PART - A**

**Write a short note in 2 to 3 sentences on any FIVE of the following (5x3=15)**

1. Feedback
2. Logos
3. Group Communication
4. Selective Recall
5. Chomsky model
6. Code

ST.ALOYSIUS COLLEGE  
PG LIBRARY  
MANGALORE-575 003

**PART - B**

**Answer any THREE of the following in 100 – 150 words each (3x5=15)**

7. Give an example (or a case study) to explain the dynamics of functional perspective on group decision making.
8. Describe how the Magic Bullet Theory views the audience and the media's influence on them.
9. Explain the basic concepts of semiotic theory, including signs, symbols, and signifiers.
10. Explain the basic principles of Framing Theory and its significance in the study of communication.
11. Describe the role of the encoder and decoder in Shannon and Weaver's model.

**PART - C**

**Write a detailed note on any THREE of the following in 300– 500 words each (3x10=30)**

12. Using a relevant film that you have seen, explain how social penetration theory is at work in meaningful relationships.
13. Critically evaluate the applicability of the Spiral of Silence theory in today's social media-driven communication landscape.
14. Evaluate the impact of the Limited Effects Paradigm on communication research in the 20th century.
15. Critically evaluate the strengths and limitations of genderlect styles in explaining the complexities of gendered communication

\*\*\*\*\*

**St Aloysius (Deemed to be University)**  
**Mangaluru**  
**Semester I -P.G Examination - MA (Journalism & Mass Communication)**  
**November - 2024**  
**Advanced Reporting and Editing**

Time : 2 ½ Hours

Max. Marks : 60

**PART - A**

Write a short note in 2 to 3 sentences on any **FIVE** of the following (5x3=15)

1. Deceptive ads
2. obscenity
3. Profit war
4. Take-away moment in speech reporting
5. Global boiling
6. Science Journalism

ST.ALOYSIUS COLLEGE  
 PG LIBRARY  
 MANGALORE-575 001

**PART - B**

Answer any **THREE** of the following in 100 – 150 words each (3x5=15)

7. Briefly explain types of graphics.
8. In what way does graphic illustration help one understand the action which has already taken place?
9. How can you use media literacy to recognise and combat misinformation in digital platform?
10. Explain how news values help Journalist determine the news worthiness of a story.
11. How do TV serials promote stereotypes? Explain with examples.

**PART - C**

Write a detailed note on any **THREE** of the following in 300– 500 words each (3x10=30)

12. How does interpretative reporting differ from traditional news reporting, and what techniques do journalists use to provide deeper context and analysis to help audiences better understand complex issues or events?
13. Create a sample news story, complete with a headline, lead, body and conclusion. Explain how each section serves a specific purpose within the structure.
14. Explain the legal institutional framework of Disaster Management Act 2005
15. What are the strategies for translation in media?

\*\*\*\*\*

**St Aloysius (Deemed to be University)**  
**Mangaluru**  
**Semester I - P.G Examination -M.A (Journalism & Mass Communication)**  
**November - 2024**  
**Corporate Communication and Public Relations**

Time : 2 ½ Hours

Max. Marks : 60

**PART - A**

Write a short note in 2 to 3 sentences on any FIVE of the following (5x3=15)

1. Event Management
2. Press Releases
3. Community goodwill
4. Crisis management
5. Trade shows
6. Corporate Advertising

**ST.ALOYSIUS COLLEGE**  
PG Library  
MANGALORE-575 003

**PART - B**

Answer any THREE of the following in 100 – 150 words each (3x5=15)

7. What are the key elements of cross-cultural communication?
8. Elaborate the role of spokespersons in crisis communication
9. Illustrate the key components of a CSR policy
10. What are the benefits of using corporate intranet systems for internal communication?
11. What are the main advantages of using social media as a PR tool?

**PART - C**

Write a detailed note on any THREE of the following in 300– 500 words each (3x10=30)

12. Define the term "publics" within corporate communication, and provide a brief historical synopsis of its evolution.
13. Compare and contrast the different types of financial communication used by companies to engage with stakeholders.
14. Discuss how public opinion can shape the response to a corporate crisis with an example of a real-life scenario.
15. Develop a comprehensive PR plan for a fictitious organization, incorporating all stages of the RPIE process.

\*\*\*\*\*

AH4NPSC500

Reg. No:

--	--	--	--	--	--	--	--	--	--

St Aloysius (Deemed to be University)

Mangaluru

Semester I – P.G Examination

M.A.(Journalism & Mass Communication)

November -2024

Development and Media

Time: 2 ½ Hours

Max. Marks: 60

**SECTION -A**

**I Write a short note in 2 to 3 sentences on any FIVE of the following (5X3=15)**

1. Digital transformation
2. Woodblocks
3. Calcutta Journal
4. UNI
5. 107.8 FM
6. Prime

ST.ALOYSIUS COLLEGE  
PG LIBRARY  
MANGALORE-575 003

**SECTION -B**

**II Answer any THREE of the following in 100 – 150 words each (3X5=15)**

7. Explain the impact of the printing press on the spread of information
8. Compare the contributions of James Augustus Hickey and James Silk Buckingham as journalists in pre-independence India.
9. What are the major FM radio stations currently operating in Mangaluru, and how do they differ in terms of audience and programming?
10. Analyze the impact of OTT platforms.
11. Evaluate the significance of web series as a new form of storytelling.

**SECTION - C**

**III Write a detailed note on any THREE of the following in 500– 700 words each (3X10=30)**

12. What role do private radio stations play in promoting commercial interests versus the cultural focus of public and community stations?
13. How would you assess the role of the Indian press in freedom struggle?
14. Can you explain how the rise of OTT platforms has changed the landscape of film and television viewing?
15. How would you use modern communication tools to spread a message globally?

\*\*\*\*\*

AH4NPSC501

Reg No :

**St Aloysius (Deemed to be University)  
Mangaluru**

**Semester I - P.G Examination -M.A. (Journalism & Mass Communication)  
November - 2024**

**Media Law and Ethics**

Time : 2 ½ Hours

Max. Marks : 60

**PART - A**

**Write a short note in 2 to 3 sentences on any FIVE of the following (5x3=15)**

1. Right Against Exploitation
2. Libel
3. Cable Television Act
4. Censorship and freedom of expression.
5. Indian Constitution
6. Slander

**ST.ALOYSIUS COLLEGE**  
PG Library  
MANGALORE-575 003

**PART - B**

**Answer any THREE of the following in 100 – 150 words each (3x5=15)**

7. Supreme Court judgments 1954
8. Analyze the rationale behind Article 497.
9. Examine the role of the judiciary in enforcing fundamental duties.
10. Explain the objectives of the Press and Registration of Books Act.
11. Analyze the process of film certification in India.

**PART - C**

**Write a detailed note on any THREE of the following in 300– 500 words each (3x10=30)**

12. Analyze the impact of social media on journalistic ethics, considering the role of citizen journalism, online harassment, and ethical guidelines for digital reporting.
13. Analyze a recent media controversy in India involving media freedom. What strategies or ethical guidelines could have been implemented to protect press freedom?
14. Evaluate a recent media case involving allegations of contempt of court, analyzing the legal and ethical dimensions of the issue and proposing media strategies or ethical guidelines that could have been employed to address the situation.
15. Discuss how media organizations can implement cybersecurity measures to protect sensitive information and maintain ethical standards in the digital age.

\*\*\*\*\*