

AH6IPHC500

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St Aloysius (Deemed to be University)

Mangaluru

School of Arts and Humanities (PG Programme)

M.A. (Media & Communication)

Semester I – P.G. Examination

October/November - 2025

THEORIES OF COMMUNICATION

Time: 2¹/₂ Hours.

Max Marks: 60

SECTION – A

Answer any **SIX** of the following:

(6x5=30)

1. Mean World syndrome
2. Feminist Media theory
3. Communist media theory
4. Alternative media platforms
5. Berlo's Model
6. Media Literacy
7. Interpersonal Communication
8. Narrative Paradigm

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SECTION - B

Answer any **THREE** of the following:

(10x3=30)

9. Define and explain the Process of communication with suitable examples.
10. Explain the main assumptions of Symbolic Interactionism with examples.
11. What are Normative theories of the Press? Briefly explain their relevance in understanding media system.
12. Explain the Diffusion of Innovations theory in communication.
13. Evaluate the relevance of the Spiral of Silence in today's polarized media environment.

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School of Arts and Humanities (PG Programme)

M.A. (Media & Communication)

Semester I – P.G. Examination

October/November - 2025

ADVANCED REPORTING AND EDITING

Time: 2¹/₂ Hours

Max Marks: 60

SECTION – A

Answer any **SIX** of the following:

(6x5=30)

1. Style Sheet
2. PARI
3. PIB
4. Caption
5. RIT
6. Obscenity in Media
7. Science reporting
8. Media Literacy

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SECTION - B

Answer any **THREE** of the following:

(10x3=30)

9. Explain how news values help journalists determine the newsworthiness of a story. Provide examples of different news values in action.
10. Explain the role of cultural reporting in preserving tradition and promoting diversity. Illustrate your answer with suitable case studies.
11. Create an outline for a feature story on a social issue of your choice.
12. How can development reporting help reduce social and economic inequalities.
13. Discuss the important legal terminologies relevant to court reporting with suitable explanations.

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School of Arts and Humanities (PG Programme)

M.A. (Media & Communication)

Semester I – P.G. Examination

October/November - 2025

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Time: 2¹/₂ Hours

Max Marks: 60

SECTION – A

Answer any **SIX** of the following:

(6x5=30)

1. Marketing communications
2. Reporter relationships
3. Internal communication
4. Coors Lite Campaign
5. Press Release
6. Stakeholder communication
7. PRSC, PRCI
8. Crisis preparedness

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SECTION - B

Answer any **THREE** of the following:

(10x3=30)

9. Apply the elements of reputation to design a basic strategy for a startup aiming to build its brand identity.
10. Analyse the impact of shared media on corporate reputation during a crisis.
11. Critically Analyse Exxon's communication failures during the Exxon Valdez spill and the long-term impact on their community relations.
12. Design a crisis communication plan to address social media backlash following a controversial advertisement.
13. Develop content ideas for corporate intranet pages to enhance internal communication.

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Mangaluru

School of Arts and Humanities (PG Programme)

M.A. (Media & Communication)

Semester I – P.G. Examination

October/November - 2025

DEVELOPMENT OF MEDIA

Time: 2½ Hours

Max Marks: 60

SECTION – A

Answer any SIX of the following:

(6x5=30)

1. Written Communication
2. Tilak
3. SITE
4. Internet and Social Media
5. Navajeevan
6. Pre-Historic era
7. Participatory Journalism
8. Live streaming

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SECTION - B

Answer any THREE of the following:

(10x3=30)

9. Discuss the role of All India Radio (AIR) in shaping public communication and national integration.
10. Discuss the role of the Indian press in the freedom movement. How did newspapers contribute to anti-colonial sentiment?
11. Assess the current status of broadcast media in India. What are the major trends and challenges?
12. Discuss the emergence and impact of Over-The-Top (OTT) platforms on traditional film and television industries.
13. Explain the emergence of Indian news agencies. What role did they play in shaping national and international news coverage?

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School of Arts and Humanities (PG Programme)

M.A. (Media & Communication)

Semester I – P.G. Examination

October/November - 2025

MEDIA LAW AND ETHICS

Time: 2½ Hours

Max Marks: 60

SECTION – A

Answer any SIX of the following:

(6x5=30)

1. Right to equality
2. State two dangers of deepfakes for journalism.
3. Right to privacy
4. IPR
5. Digital Media Ethics
6. Surrogate advertising
7. Obscenity
8. Right to Constitutional remedies

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SECTION - B

Answer any THREE of the following:

(10x3=30)

9. Critically assess the limitations of the working journalist Act in addressing the issues of journalists working in digital and online platforms.
10. Suggest reforms needed in India's Cyber Law framework to deal with emerging challenges like AI, cryptocurrency, and cyber terrorism.
11. Explain how Press and Registration books act defines the responsibilities of printers, publishers in the publication process.
12. Evaluate the role of media ethics in balancing corporate interests with public interest.
13. Analyze the ethical dilemmas faced by corporate-owned media houses.
