

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021  
(CBCSS)**

Journalism and Mass Communication

MCJ 1C 05—COMMUNICATION LAWS AND ETHICS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section/Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

I. Write short notes on any *four* of the following. Each question carries 2 weightage:

- (a) Act.
- (b) IPC.
- (c) Obscenity.
- (d) Fair comment.
- (e) Amendment.
- (f) Sting operation.
- (g) PRB Act, 1867.

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) Discuss the scope of information gathering based on Right to information act.
- (b) What are the merits and demerits of copyright protection ?
- (c) How does defamation empower fair criticism in a system ?
- (d) Comment on the relevance of contempt of court with suitable examples.
- (e) Enumerate the hierarchical patterns of legal system in India.
- (f) A free press can only support the smooth functioning of democracy, critically examine.
- (g) Describe the societal influence in defining decency and indecency.

(4 × 3 = 12 weightage)

**Section C**

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Discuss the scope and relevance of broadcast media law for All India Radio.
- (b) Describe sedition and its significance in the present era with some case studies.
- (c) Elucidate the code of ethics for free and fair journalism practice in India from its advent.
- (d) Compare the news content between the earlier press and the current corporatized media with suitable examples.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 04—MEDIA HISTORY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section/Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) M. S. Mani.
- (b) Editors Guild.
- (c) Satellite broadcasting.
- (d) Press Trust of India.
- (e) Social Media.
- (f) Press Commission.
- (g) IIMC.

(4 × 2 = 8 weightage)

**Section B**

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) Comment on the circulation figures highlighted by newspapers and its benefits.
- (b) How does a DTH broadcasting work ?
- (c) Observe the contributions and newspaper policy of Mathrubhumi.
- (d) Explain the contributions of Associated Press as a global news agency.
- (e) Explain the major functions of Indian Newspaper Society.
- (f) Mention the importance of Directorate of Advertising and Visual Publicity in disseminating governmental news.
- (g) Compare the programme patterns and style of AM radio and FM radio.

(4 × 3 = 12 weightage)

**Section C**

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Elucidate the intervention of mainstream television channels in Malayalam to build a public opinion formation on specific issues among the masses.
- (b) Observe the relevance of community radio in empowering the community relations and status.
- (c) Film certification in India distinguishes the viewership by protecting cultural boundaries of the society, critically comment on this statement.
- (d) Assess whether the speediness in news reporting through social media platforms affect accuracy and authenticity of the actual news event.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ1C03—EDITING NEWS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
  2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
  3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
  4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*
- I. Write short notes on any *four* of the following. Each question carries 2 weightages:
- (a) Copy Fitting.
  - (b) Center of Visual Impact (CVI).
  - (c) Illustration Journalism.
  - (d) Editorial Policy.
  - (e) Data Visualization.
  - (f) Modular Layout.
  - (g) Picture Editor.

(4 × 2 = 8 weightage)

**Section II**

- II. Write short note on any *four* of the following. Each question carries 3 weightage :
- (a) Illustrate the organisational structure of an editorial department in a newspaper.
  - (b) 'Editorial writing is a political activity.' Comment on the statement.

**Turn over**

- (c) Discuss current trends in the journalistic writing.
- (d) Do you think visual elements are dominant in the design of Malayalam newspapers ? Why ?
- (e) 'Photo journalism has a story telling narrative with huge news impact.' Give your view on the statement.
- (f) Who is a social media editor ? Also discuss their responsibilities ?
- (g) Explain different types of headlines with suitable examples.

(4 × 3 = 12 weightage)

### Section III

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Critically analyse the front-page design of any one of your favorite newspapers.
- (b) Discuss the contemporary trends in a magazine design.
- (c) Explain the challenges and possibilities of news editing in the post-truth environment.
- (d) 'Sub editors are known as copy tasters.' Explain their role and function.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 02—REPORTING NEWS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Misinformation.
- (b) Libel.
- (c) Narrative Journalism.
- (d) Meet the Press.
- (e) Agency Copy.
- (f) Precision Journalism.
- (g) Primary Source.

(4 × 2 = 8 weightage)

**Section B**

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) Briefly discuss the different types of features.
- (b) What is media convergence ? Explain its significance in the context of digital media environment.

**Turn over**

- (c) Critically analyse the merits and demerits of inverted pyramid news writing style.
- (d) 'Fact verification is important in the post-truth time of journalism.' Comment on the statement?
- (e) Do you think COVID-19 has made a paradigm shift in news reporting practice? State your view.
- (f) Illustrate the challenges involved in the developmental news reporting.
- (g) What is a human interest story? Prepare five different story ideas to develop human interest news?

(4 × 3 = 12 weightage)

### Section C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Explain the significance and challenges involved in the health reporting.
- (b) Identify the characteristics of an ideal news lead? Also discuss different types of lead with suitable examples?
- (c) Examine the possibilities of citizen reporting in the contemporary time of journalism?
- (d) Critically analyse the difference between print and online media headlines with examples?

(2 × 5 = 10 weightage)



**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

- I. Write short notes on any *four* of the following. Each question carries 2 weightage :
- a) Opinion leaders.
  - b) Priming.
  - c) Propaganda.
  - d) Hutchins Commission.
  - e) Public sphere
  - f) Semiotics.
  - g) Stereotyping.

(4 × 2 = 8 weightage)

**Section B**

- II. Write short essays on any *four* of the following. Each question carries 3 weightage :
- a) Mass media can shape the culture of a society. Discuss the interrelationship between culture and mass media.
  - b) Critically analyze the normative theories of Press. Discuss the relevance of Social responsibility theory in detail.

**Turn over**

- c) Explain the significance of Dependency theory with suitable examples.
- d) Explain Agenda setting theory with special reference to contemporary news events and the different levels of agenda setting in news media.
- e) Cultivation theory suggests that exposure to media affects a viewer's perceptions of reality. Comment your views.
- f) Critically examine the process of gate keeping in media with special focus to gate keeping in social media.
- g) Examine Uses and gratifications theory and discuss the classification of media audience. Illustrate with examples.

(4 × 3 = 12 weightage)

### Section C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- a) Analyze the scope of mass communication as a discipline and evaluate the role of mass communication studies and research in India.
- b) Critically analyze how new media uses and gratifications have reconfigured communication process and social relationships.
- c) Discuss the concepts of cognitive dissonance and cognitive consistency in communication psychology with suitable examples.
- d) Discuss media effects, various dimensions, types and levels of media effects on society.

(2 × 5 = 10 weightage)

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

Journalism and Mass Communication

MCJ 1C 05—COMMUNICATION LAWS AND ETHICS

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- (a) Write a note on Preamble of Indian Constitution.
- (b) What is third party information ?
- (c) Explain Plagiarism.
- (d) What is fair comment ?
- (e) What are fundamental rights ?
- (f) Define three pillars of democracy.
- (g) What is sedition ?

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- (a) Explain the powers, functions and working of central information commission.
- (b) Explain Official Secrets Act.
- (c) Explain parliamentary privileges.
- (d) Discuss the importance of Article 19(1)g of Indian Constitution.
- (e) What is media activism ?
- (f) What is wage board ? Detail its working.
- (g) What do you mean by objectionable advertisements ?

(5 × 8 = 40 marks)

III. Write long essays on any *two*

of the following. Each answer carries 12 marks :

- (a) Explain the AIR and DD codes for commercial advertising.
- (b) Why are media laws required ? Discuss the importance of media laws.
- (c) Write an essay on Copyright laws of India.
- (d) Discuss the social responsibility role of media in India.

(2 × 12 = 24 marks)

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

Journalism and Mass Communication

MCJ 1C 04—MEDIA HISTORY

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Write a short note about 'Acta Diurna'.
- b) Differentiate between broadsheet and tabloid.
- c) State the main aims of CFSI.
- d) Editors Guild of India
- e) What is Vernacular Press Act ?
- f) What is Prasar Bharati ?
- g) Reuters.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) Analyze and explain the differences between traditional and modern Journalism.
- b) Briefly describe the working of a news agency.
- c) Classify and describe the prominent cross media ownership in Kerala.
- d) Community radios empower and develop local areas. Explain with examples.
- e) What were the contributions of Swadeshbhimani Ramakrishna Pillai ?
- f) Draft a short essay on the private FM stations in Malayalam.
- g) Detail the functions of film organizations in India.

(5 × 8 = 40 marks)

**Turn over**

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Examine the Indian newspaper scenario and explain the major challenges faced by the industry today.
- b) Write an essay on the contribution of SITE in educating the rural.
- c) How did FM radios give a new lease of life to the dying radio industry ?
- d) Elaborate the milestones in Indian Cinema.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

Journalism and Mass Communication

MCJ 1C 03—EDITING NEWS

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- 1 Transition devices in news writing.
- 2 Negative and double negative expressions.
- 3 Hyperlocalism in town/city pull-outs of newspapers.
- 4 Editorial hierarchy in a newspaper.
- 5 Photo editing software.
- 6 News and feature syndicates.
- 7 Designing teasers/bumpers.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- 1 How do you visualise data for a story on the water resources in Kerala ?
- 2 What is photo essay ?
- 3 Digital media platforms of a newspaper.
- 4 What are the criteria for designing a sports page in the newspaper ?
- 5 Discuss briefly the design of *India Today*.
- 6 Analyse critically any one of the cartoons you have seen in a newspaper recently.
- 7 Profile briefly Mario Garcia.

(5 × 8 = 40 marks)

**Turn over**

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 Discuss in detail the principles of editing, citing examples.
- 2 Discuss the impact of digital media on the print media in news writing as well as in designing.
- 3 What are the duties and responsibilities of the different categories of editorial staff ?
- 4 Critically analyse any *one* of the following :
  - a) Metro Manorama.
  - b) Mathrubhumi Nagaram.

(2 × 12 = 24 marks)

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

Journalism and Mass Communication

MCJ 1C 02—REPORTING NEWS

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- 1 Defamation.
- 2 Advocacy reporting.
- 3 Plagiarism.
- 4 Hourglass news structure.
- 5 Specialised reporting.
- 6 Hyperlocal journalism.
- 7 Beat reporting.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- 1 Development reporting.
- 2 Crime reporting.
- 3 Precision journalism.
- 4 Social media monitoring.
- 5 Subjectivity and objectivity.
- 6 Fake news.
- 7 Crowd sourcing.

(5 × 8 = 40 marks)

**Turn over**



III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 Define news and discuss the various news factors, citing examples from national newspapers.
- 2 How do you structure a news story ? Give details of various styles of reporting.
- 3 What is beat reporting ? How do you collect information from health beat ? Briefly discuss about the various sources.
- 4 Critically analyse the reporting of Koodathayi serial killings.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Verbal communication.
- b) Public communication.
- c) Selective attention.
- d) Alternative media.
- e) Bias.
- f) Formal and Informal communication.
- g) Context.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) Communication as a process.
- b) Surveillance of environment.
- c) Individual Difference theory.
- d) Objectivity.
- e) Media ownership in India.
- f) Uses and gratifications theory.
- g) Marshal McLuhan.

(5 × 8 = 40 marks)

**Turn over**

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Examine the obstacles in effective communication.
- b) Critically assess the factors affecting the credibility of Indian media.
- c) Explain the role of communication as an agent of change.
- d) Explain the concept of communication for sustainable development.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALCUTTA