

M.A. (Final) DEGREE EXAMINATION, DEC. - 2015

Second Year

JOURNALISM AND MASS COMMUNICATION

Paper - VI : Research Methodology

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions

All Questions carry equal marks

- 1) How do you formulate research problem?
- 2) Explain the significance of communication research.
- 3) What are the features of good hypothesis?
- 4) State the limitations of historical method.
- 5) Enumerate the limitations of case study.
- 6) Describe the sampling techniques employed in communication research.
- 7) Discuss different measures of central tendency.
- 8) Elucidate the uses of correlation in communication research.
- 9) Explain the tools used in the processing and analysis of data.
- 10) How do you write research proposal for a given problem in communication research?



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Paper - VII : Communication Theory

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions

All Questions carry equal marks

- 1) Describe the scope of communication.
- 2) Discuss different kinds of communication.
- 3) Critically analyse Roger and Shoemaker model of communication.
- 4) Elucidate non-verbal models of communication.
- 5) Enumerate sleeper effect on communication.
- 6) Examine Magic Bullet theory concerning market communication.
- 7) Give an account of normative theories of communication.
- 8) Bring out the features of development media.
- 9) Explain the cultivation theory of communication.
- 10) Trace out sociological theories of communication.



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Paper - VIII : Development Communication

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions

All questions carry equal marks

- 1) What are the key issues in development communication?
- 2) State the impact of industrialization on development communication.
- 3) Explain the merits and demerits of development communication.
- 4) Give an account of different models of communication.
- 5) Suggest measures to develop vocational education.
- 6) What are the issues in inequality?
- 7) Examine the multi-media approach to development issues.
- 8) Critically examine the national communication policy.
- 9) Make out criticism on western models of communication.
- 10) Explain the use of video for development communication.



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Paper - IX : International Communication

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions

All Questions carry equal marks

- 1) State the recommendations of Mac Bridge Commission.
- 2) Bring out the role of UNESCO in international cooperation.
- 3) Describe communication as an element of culture.
- 4) Discuss the working of International Press Institute.
- 5) State different forms of international communication.
- 6) Discuss freedom to information as an international problem.
- 7) Elucidate world patterns of elite media.
- 8) What are the politics of world communication.
- 9) Explain the resistance to international propaganda.
- 10) State the features of new communication technology.

