

(DJ21)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A DEGREE EXAMINATION, DEC. - 2016

(Second Year)

JOURNALISM AND MASS COMMUNICATION

Research Methodology

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Explain the characteristics of scientific research.
- Q2)** How do you identify a research problem?
- Q3)** What is a good hypothesis? Give examples.
- Q4)** What are the benefits of survey research?
- Q5)** Discuss merits and demerits of content analysis.
- Q6)** What is participant observation method? When do you use it?
- Q7)** Explain the use of correlation and chi-square test?
- Q8)** How do you write a research report?
- Q9)** Outline the importance of experimental research.
- Q10)** Discuss the precautions you take in survey research for data collection.



(DJ22)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A. DEGREE EXAMINATION, DEC. - 2016

(Second Year)

JOURNALISM AND MASS COMMUNICATION

Communication Theory

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Explain the functions of mass communication.
- Q2)** Examine Osgood and Schramm model.
- Q3)** Elaborate the merits and demerits of katz and lazarsfeld model.
- Q4)** Enunciate the differences between verbal and non-verbal communication.
- Q5)** What are the features of communist media theory?
- Q6)** How do you understand media hegemony.
- Q7)** What do you mean by Festinger's cognitive dissonance theory?
- Q8)** Can media set an agenda in political discourse.
- Q9)** How is spiral of silence useful in political communication?
- Q10)** To what extent uses and gratification theory applicable to society?



(DJ23)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A DEGREE EXAMINATION, DEC. - 2016

(Second Year)

JOURNALISM AND MASS COMMUNICATION

Development Communication

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Make a note on development journalism in India.
- Q2)** Discuss the nexus between urbanization and westernization.
- Q3)** Define development communication and discuss its scope and nature.
- Q4)** Discuss various models of development.
- Q5)** Make a note on development in the third world.
- Q6)** What are the major obstacles for development?
- Q7)** Identify areas of development.
- Q8)** Discuss about pollution and green house effect.
- Q9)** Examine the use of radio for development.
- Q10)** Narrate any two of the case studies in development communication with reference to India.



(DJ24)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A DEGREE EXAMINATION, DEC. - 2016

(Second Year)

JOURNALISM AND MASS COMMUNICATION

International Communication

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Explain the nature of international communication.
- Q2)** What do you mean by imbalances in news flow?
- Q3)** High light world patterns of elite media.
- Q4)** What are the recommendations of Mac Bride commission report?
- Q5)** Explain the role of UNESCO.
- Q6)** Discuss the role of mass media in civil society.
- Q7)** What are the changes we find in third world media?
- Q8)** Narrate the history of media globalization.
- Q9)** What are the barriers of intercultural communication
- Q10)** Identify the issues in intercultural communication research.

