

(Pages : 3)

B/1me

J – 2000

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme under CBCSS

Group 2 (a)

Journalism And Mass Communication And Video Production

Vocational Course X

JC 1672 MEDIA AND SOCIETY

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer all questions in one sentence.

1. Gender
2. Democracy
3. Fourth Estate
4. New media
5. Internet
6. Prasar Bharthi
7. AIR
8. Wire service

P.T.O.

9. Socialisation

10. Media effect

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions in **one or two** sentence.

11. Mass media

12. Functions of media

13. Digital divide

14. SITE

15. Transnational communication

16. Media self regulation

17. Global village

18. Medium is the message

19. Hot and cool media

20. Hegemony

21. Cultural imperialism

22. Encoding and decoding

(8 × 2 = 16 Marks)

PART – C

III. Write short essays each not exceeding **120** words on any **six** of the following

23. Analyse the relationship between culture and communication.

24. Briefly explain the 7C's of communication.
25. Explain the concept of gatekeeping by media.
26. Explain the term mass society.
27. Discuss the importance of radio in India.
28. Write a note on interactivity in virtual community.
29. Write a note on culture industry.
30. What are the impacts of new media on society?
31. Write the importance of mass media in society.

(6 × 4 = 24 Marks)

PART – D

IV. Write long essays each not exceeding **500** words on any **two** of the following

32. Discuss the role played by media for social change.
33. Define globalisation. Elucidate the effects of globalisation on media.
34. Critically analyse the portrayal of gender in media.
35. Discuss the role of media in maintaining democracy and political balance.

(2 × 15 = 30 Marks)

(Pages : 3)

J – 2002

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020
(Career Related First Degree Programme under CBCSS)

Group 2(a)

Journalism and Mass Communication and Video Production

Elective Course

JC 1661.2 : MULTIMEDIA PRODUCTION

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer the following questions. Each in 1 or 2 sentences.

1. GIF
2. San Serif
3. Drop Cap
4. Center Spread
5. Pixels
6. Motion Graphics
7. Special Effects

P.T.O.

8. Graphic Plug ins
9. Hypermedia
10. UV Filter

(10 × 1 = 10 Marks)

PART – B

II. Answer any **eight** questions, not exceeding a paragraph.

11. Types of image file compressions
12. Visual effects
13. Infographics
14. Stop motion animation
15. Navigation structures
16. Transition techniques
17. Balance
18. Analog and digital video
19. Explain broadcast video standards.
20. Importance of typography in design.
21. Need of storyboard in production
22. What is contrast ratio?

(8 × 2 = 16 Marks)

PART – C

- III. Answer any **six** questions not exceeding a page.
23. Discuss the differences and applications of Vector and Raster files.
 24. What are the different image editing softwares? Explain.
 25. What are the characteristics of a good page design?
 26. Explain the importance of image resolution in design.
 27. Discuss the importance of multimedia products in business.
 28. Discuss virtual reality.
 29. What is the importance of pre-production activities in a multimedia production?
 30. Explain different types of video editing.
 31. What are the elements of design? Discuss.

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essays on any **two** of the following.
32. Explain the features and types of multimedia authoring tools.
 33. Discuss the different categorization of multimedia products.
 34. Describe the advantages of using multimedia application in education.
 35. Prepare a guideline for design a multimedia instructional programme online.

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1998

Reg. No. :

Name :

Sixth Semester B.A Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2 (a)

Journalism And Mass Communication And Video Production

Core Course XII

JC1643 ADVANCED TELEVISION PRODUCTION

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

Part – A

Answer all questions in one sentence:

1. Story Board.
2. Post production.
3. White Balance.
4. Key Light .
5. Shooting Script.
6. Framing.
7. Digital Video.
8. SOT.
9. Piece to Camera.
10. Aspect Ratio.

(10 × 1 = 10 Marks)

P.T.O.

Part – B

Answer any **eight** questions in **one or two** sentences:

11. Write a short note on documentaries.
12. What is Chroma keying process?
13. List the equipments used for studio recording.
14. What do you mean by ENG process?
15. What is an OB van?
16. What do you mean by camera composition techniques?
17. What is linear editing?
18. What is Chyron graphic?
19. What is DSNG?
20. Who is a storyboard artist?
21. What do you mean by Digital Intermediate?
22. What is multi-camera production?

(8 × 2 = 16 Marks)

Part – C

Write short essays, each not exceeding **120 words**, on **any six** of the following:

23. Write in detail about the single camera productions.
24. Discuss in detail about various studio lighting instruments.
25. What are the steps involved in the pre-production stage of a video production?
26. What are the different kinds of camera shots?
27. Write in detail about the camera angles and movements.
28. Write in detail about aspects of multi-cam production.
29. Discuss in detail about the planning and management of a studio production.
30. Discuss about the indoor and outdoor production strategies.
31. What is the significance of television anchoring? What are the qualities of an anchor?

(6 × 4 = 24 Marks)

PART – D

Write long essays each not exceeding **500** words on any **two** of the following:

32. Discuss in detail the process of non-linear editing and explain its advantages.
33. Discuss in detail about the duties and responsibilities of production crew members.
34. Explain the different stages of production process.
35. Discuss in detail about the advantages of using computer graphics in TV production.

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1997

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2(a)

Journalism And Mass Communication and Video Production

Core Course XI

JC 1642 BUSINESS JOURNALISM

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer all questions in **one** sentence.

1. NITI Ayog.

2. Sensex.

3. IMF.

4. White revolution.

5. Capitalism.

6. Budget.

7. Economy.

P.T.O.

8. Business journalism.
9. Stock Exchange.
10. RBI.

(10 × 1 = 10 Marks)

PART – B

II. Answer any **eight** questions in one or two sentences.

11. E-commerce.
12. FDI.
13. GST.
14. NABARD.
15. Name any two business dailies.
16. FICCI.
17. Globalisation.
18. SEBI.
19. LIC.
20. Employment.
21. Youth population of India.
22. Income Tax.

(8 × 2 = 16 Marks)

PART – C

III. Write short essays each not exceeding **120 words** on any **six** following.

23. How do you make numbers understandable to audience as a business journalist?
24. What are the general problems faced by reporters in covering business news?
25. Give the general features of New Economic policy of India.

26. Explain budget reporting.
27. Explain the functions of Finance Commission of India.
28. Explain the marxian school of economic thinking.
29. Write a note on the Ministry of Commerce and Industry.
30. Give an overview of Bank nationalisation in India.
31. Write about the Five Year Plans in India.

(6 × 4 = 24 Marks)

PART D

- IV. Write a long essays each not exceeding **500 words** on any **two** of the following.
32. Give an overview of kerala economy.
 33. Describe the major schools of modern economic thinking.
 34. Give an overview of Nehruvian model.
 35. Write an imaginary interview with the finance minister of India on the privatisation of public sector undertaking proposed in the 2020 budget.

(2 × 15 = 30 Marks)

(Pages.: 4)

J – 1996

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2(a)

Journalism and Mass Communication and Video Production

Core Course X

JC 1641: DEVELOPMENT COMMUNICATION

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all questions in one sentence.

1. Global warming
2. Development journalism
3. Communication channel
4. ILO
5. Decentralisation
6. UNICEF
7. Suchitwa Mission

P.T.O.

8. FAO
9. W. W. Rostow
10. Extension programmes

(10 × 1 = 10 Marks)

PART – B

Answer any eight questions in one or two sentences

11. E- Choupal
12. GDP
13. Need assessment
14. Public service advertising
15. Development media theory
16. Media intervention
17. Sustainable development
18. Film as a medium of development communication
19. SITE
20. Mixed economy
21. Agro journalism
22. World Bank

(8 × 2 = 16 Marks)

PART – C

Write short essays each not exceeding **120** words on any **six** of the following

23. How are media used in the major health campaigns in India?
24. Explain the theory, Diffusion of innovation.
25. Briefly note on Millennium Development Goals.
26. Television can be a promoter of literacy and social change. Elucidate.
27. How was Kheda Communication Project important?
28. Write about the participation of NGOs in development.
29. Development activities pose big threats to environment. Explain
30. Write a note on Gandhian model of development.
31. How do you see the role of new media as medium of development Communication?

(6 × 4 = 24 Marks)

PART – D

Write long essays each not exceeding **500** words on any **two** of the following.

32. Discuss the major development paradigms and their relevance in present context.
33. What is the role of media in stimulating national debate and creating a demand for change?

34. Discuss the advantages and disadvantages of using various media for development communication.
35. How would you plan an effective communication campaign to help people change the waste management behaviour in Kerala? List the possible steps and discuss.

(2 × 15 = 30 Marks)

(Pages : 3)

J – 1999

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme under CBCSS

Group 2 (a)

Journalism And Mass Communication And Video Production

Vocational Course IX

JC 1671 INTRODUCTION TO NEW MEDIA

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

1. Answer all questions, in one sentence.

1. Hypertextuality
2. Digital Divide
3. Citizen Journalism
4. Microblogging
5. Open Source Software
6. Multimedia
7. Typography
8. Master Page

P.T.O.

9. Social Media
10. Information Society

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions in **one** or **two** sentence

11. Demassification
12. Digital Media
13. Search Engine Optimization
14. Viral video
15. Digital Natives
16. Manuel Castells
17. Digital Culture
18. Invasion of Privacy
19. Web 2.0
20. Cloud Computing
21. User Generated Content
22. Convergence

(8 × 2 = 16 Marks)

PART – C

- III. Write short essay, each not exceeding **120** words, on any **six** of the following:-
23. 'New Media is creating a digital gap in our society'. Discuss.
 24. Why new media require us to rethink time/space relations?
 25. Online journalism opens a platform for everyone to become a journalist - Discuss.
 26. 'New Media is resulting into global news flow'. Comment
 27. Explain the various multimedia devices attached to a computer.
 28. Give a brief note on justification, leading and force justification.
 29. What is meant by formatting a document?
 30. What are the key characteristics of an Information Society?
 31. Write short note on Media Public Sphere.

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essay, each not exceeding **500** words, on any **two** of the following:-
32. 'Internet is heterogenic'-State the potentials and limitations of internet in the scenario of globalization.
 33. "Digital technology has brought a dynamic change in our lives". Discuss.
 34. How does latest mobile phone technology help in decreasing digital divide in India?
 35. Discuss the features of an ideal website in terms of aesthetics in content and design?

(2 × 15 = 30 Marks)