

(Pages : 3)

R – 1449

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2023

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. Feedback
2. Social media
3. Culture
4. Twitter
5. TVC
6. Democracy
7. Socialisation
8. Media effects

P.T.O.

9. Civic society
10. Doordarshan

(10 × 1 = 10 Marks)

PART – B

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

11. Popular culture
12. Cultural imperialism
13. Globalisation
14. Community media
15. Ideology
16. Difference between sex and gender
17. Asianet
18. CBFC
19. Global village
20. Medium is the message
21. Name the two divisions of Prasar Bharati.
22. EDUSAT

(8 × 2 = 16 Marks)

PART – C

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

23. Give the characteristics of mass communication.
24. Explain cultural hegemony.

- 25 Discuss the characteristics of mass media audience.
- 26 What do you mean by media representation?
- 27 How do media affect culture?
- 28 What is the role of media in maintaining democracy?
- 29 Write a note on Public Service Broadcasting.
- 30 What does media saturation denote?
- 31 What is communication technology determinism?

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essays each not exceeding **500** words on any **two** of the following.
32. How do media act as social institution? Explain with examples.
 33. Critically assess the impact of new media on society.
 34. Write an essay on gender and media.
 35. 'Media freedom is important in a democratic society'. Explain.

(2 × 15 = 30 Marks)

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R – 1453

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2023

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

SECTION – A

Answer **all** questions, each in a word or maximum of **30** words.

1. Streamer headline
2. CMYK
3. DTP
4. SFX
5. Serif and San serif.
6. Pixel
7. Key Frame
8. Jump Cut
9. AVID Pro tools
10. Typography

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Write short notes, each not exceeding **60** words, on any **eight** of the following.

11. Define multimedia?
12. Define Action script
13. Define Colour Balance.
14. What does the Eyedropper tool do?
15. MIDI
16. Define Tween Animation.
17. Define split screen.
18. Define transition.
19. Chroma Keying.
20. Define Page layout.
21. Colour Wheel.
22. Define positive space.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Define Multimedia and its Characteristics.
24. Explain the scope and uses of computer graphics.
25. Explain about application and need of RGB and CYMK in multimedia.
26. Explain the process and elements of Graphic Design.

27. Explain the various matting techniques in animation.
28. What is the importance of Resolution in a Photoshop? Explain
29. Explain: (a) Line (b) Contrast (c) Pattern.
30. Explain the role of colour in design.
31. Differentiate Parallel Cut and Cross cut.

(6 × 4 = 24 Marks)

SECTION – D

Write long essays for any **two** of the following.

32. Elaborate principles of design with suitable examples.
33. Specify the step of action based animation script in Flash.
34. Explain the difference between Graphics and Animation.
35. Discuss the application used in DTP.

(2 × 15 = 30 Marks)

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R – 1447

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2023

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

SECTION – A

I. Answer all questions in one sentence.

1. Media Convergence
2. Search engine
3. Blogger
4. Interactive website
5. HTTPS
6. Wordpress
7. E-Commerce
8. Webcasting

P.T.O.

9. Tim Berner's Lee

10. Live Streaming

(10 × 1 = 10 Marks)

SECTION – B

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

11. E-Governance

12. web 2.0

13. Phishing

14. Cloud computing

15. Global village

16. Media globalization

17. Knowledge Society

18. Cybercrime

19. Wikipedia

20. online Community

21. News Portal

22. Netizens

(8 × 2 = 16 Marks)

SECTION – C

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

23. What is digital divide? How can we bridge it?

24. "Interactivity of a website helps to improve the quality of the website." Elaborate.

25. "New Media has changed the style of journalism". Explain.

26. How do blogs differ from a website?
27. What is the role of internet in e-governance?
28. Write a note on User Generated Content.
29. "Great website design is the result of careful thought and planning". Justify.
30. What you meant by home page of a website? What are the qualities of a good home page?
31. Write a note on Information society.

(6 × 4 = 24 Marks)

SECTION – D

- IV. Write long essays, each not exceeding **500** words, on **any two** of the following.
32. Assess the importance of computers in your daily lives. Give examples to support the answer
 33. Illustrate the principles and elements for designing a website.
 34. "Social media is faster in reaching the content to its audience than television and radio" - Do you agree with this statement? Why?
 35. Discuss how new media technologies are changing the way audience consume media.

(2 × 15 = 30 Marks)

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R – 1445

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2023

Career Related First Degree Programme under CBCSS

Group 2(a) – Journalism and Mass Communication and Video Production

Core Course XII

JC 1643 : ADVANCED TELEVISION PRODUCTION

(2014 Admission onwards)

Time : 3 hours

Max. Marks : 80

Answer all questions in a sentence.

1. Dutch angle
2. Acting cues
3. ENG
4. Lead in
5. Non-diegetic sound
6. Condenser mic
7. Barndoor
8. Adobe Premiere
9. Slate
10. Back level

(10 × 1 = 10 Marks)

P.T.O.

II Describe **any eight** of the following terminologies in **one or two** sentences.

11. Stand Up
12. Rule of thirds
13. Ad lib
14. Dynamic editing
15. Noddy shot
16. Nose space
17. Rim light
18. Snorricam
19. Over The Shoulder
20. J-Cut
21. Outcue
22. Rundown

(8 × 2 = 16 Marks)

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

23. What do you mean by framing and composition?
24. How will you explain the term visual grammar?
25. When does cutaways help the video editor for a better video production.
26. What are the major transition devices available for a video editor?
27. What are the advantages of a multi camera setup while shooting a live show?

28. Suggest fresh ideas for a new television programs. Also mention their target audiences.
29. What is the difference between jump cuts and match cuts?
30. Explain the concept of virtual studios.
31. List a few tips for an anchor to effectively get into the audience.

(6 × 4 = 24 Marks)

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

32. With the help of an illustration, explain the physical attributes of a video studio.
33. Graphic design is used in a range of situations throughout television-Elaborate.
34. List and explain a few tips for anchoring live shows.
35. List a few tips for the effective floor management of a television studio, while producing programs.

(2 × 15 = 30 Marks)

(Pages : 3)

R – 1443

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2023

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

Answer **all** questions in one sentence.

1. FDI
2. Five Year Plans
3. Financial reporting
4. B2B
5. Bull
6. ADB
7. Green revolution

P.T.O.

8. VAT
9. Trade
10. Budget.

(10 × 1 = 10 Marks)

PART – B

Answer any eight questions in one or two sentences.

11. LPG
12. Business reporting
13. Monetary Policy
14. Post-independence economy
15. Wall Street
16. ICT
17. Marxian School
18. Keynesian School
19. Demonetisation
20. Economic liberalisation in India
21. Recession
22. FICCI.

(8 × 2 = 16 Marks)

PART – C

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

23. What are the controlling factors of financial market?
24. Explain the use of infographics in business reporting.
25. Write a note on Bank Nationalisation in India.
26. Compare the classical and neo-classical schools of economic thinking.
27. How are stock exchanges regulated in India?
28. Is business journalism's need? Why?
29. Write a note on the Ministry of Finance.
30. Write a note on Nehruvian model of economy.
31. What are the qualities required to become a business journalist?

(6 × 4 = 24 Marks)

PART – D

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

32. Explain how business journalism is being practiced in various media?
33. Write an imaginary interview with the finance minister of India on the 2020 budget.
34. Discuss about share market and the functioning of stock exchanges.
35. Write an essay on the milestones of Indian economy.

(2 × 15 = 30 Marks)

(Pages : 3)

R – 1441

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2023
Career Related First Degree Programme Under CBCSS
Group 2(a) : Journalism and Mass Communication
Core Course X
JC 1641 : DEVELOPMENT COMMUNICATION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

- I. Answer all questions in one sentence.
1. UNICEF
 2. Kasturi Rangan committee
 3. Victers channel
 4. Ayalkootam
 5. Project Chathera
 6. GNP
 7. Abhijit Banerjee
 8. P. Sainath

P.T.O.

9. Swachh Bharath
10. Community radio

(10 × 1 = 10 Marks)

SECTION – B

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

11. Development support communication.
12. Folk media
13. Many Voices One World
14. SITE
15. Walt Rostow
16. Sustainable development
17. Urbanisation
18. Radio Rural Forum
19. Mobility multiplier
20. Decentralization
21. Traditional society
22. Malthusian theory

(8 × 2 = 16 Marks)

SECTION – C

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

23. Discuss in detail the characteristics of developing countries.
24. Explain the modernization model of development.
25. Mass media play a crucial role in national development. Elucidate.

26. Critically analyse the development model of Adam Smith.
27. Explain the role of community radio in women's empowerment.
28. Elaborate on the KHEDA communication project and its significance in India's development communication history.
29. What is the role of education in national development?
30. Illustrate with examples the role of newspapers in development communication.
31. Differentiate development communication from general communication with the help of suitable examples.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Enumerate the rural development programmes of the government of India.
33. Social media platforms could play an important role in promoting vaccine adoption. Substantiate with suitable examples.
34. Elaborate on various development models, highlighting Marxian and Gandhian models of development.
35. Compare and contrast the development communication models of Daniel Lerner and Everett M Rogers.

(2 × 15 = 30 Marks)