

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022

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

(2018 and 2019 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **all** questions in one sentence. **Each** question carries **1** mark.

1. Hyperlink
2. Spamming
3. Hypertextuality
4. WordPress
5. Android
6. News aggregator
7. Clickbait
8. CPC
9. OTT
10. Tim Berners lee

(10 × 1 = 10 Marks)

P.T.O.

PART – B

II. Answer any **eight** questions in one or two sentences, **Each** question carries **2** marks.

11. Algorithmic journalism
12. Internet bot
13. Filter bubble
14. Content management system
15. Clubhouse
16. HTML5
17. Web 2.0
18. Quark Express
19. Application software
20. Annotative reporting
21. Microblogging
22. Operating system
23. ARPANET
24. e-paper
25. ENPS
26. Gatekeeping

(8 × 2 = 16 Marks)

PART – C

III. Write short essays each not exceeding **120** words on any **six** of the following, Each questions carries **4** marks.

27. Discuss the features of online journalism.
28. Describe the roles and characteristics of information society.

29. What are the components of ICT?
30. What is media convergence? Write about the elements of media convergence.
31. What are the features and benefits of social networking sites?
32. Explain the characteristics of web content writing and editing.
33. Discuss the concept of E-Governance.
34. Delineate the concepts of digital culture and digital identity.
35. Explain search engines with examples
36. Briefly explain cybercrime.
37. What is participatory journalism?
38. What is a hashtag? Explain the purpose of using hashtags.

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essays not exceeding **500** words on any **two** of the following. Each question carries **15** marks.
39. Discuss the status of online journalism in India. Critically examine any online newspaper of your choice.
 40. Explain how social media has altered our public sphere.
 41. Trace the history and evolution of the internet.
 42. Critically analyze the web versions of one English and one Malayalam newspaper of your choice.
 43. Internet changed the fundamental nature of communication and its relationship with the audience. Argue.
 44. Comment on fake news and the spread of misinformation via digital news platforms.

(2 × 15 = 30 Marks)

(Pages : 3)

N – 1530

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022

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 & 2017 Admission)

Time : 3 Hours

Max. Marks 80

SECTION – A

I. Answer **all** questions in **one** sentence. **Each** question carries **1** mark.

1. Hyperlink
2. Spamming
3. Hypertextuality
4. WordPress
5. Android
6. News aggregator
7. Clickbait
8. CPC

P.T.O.

- 9. OTT
- 10. Tim Berners lee

(10 × 1 = 10 Marks)

SECTION – B

II. Answer any **eight** questions in one or two sentences. **Each** question carries **2** marks.

- 11. Internet bot
- 12. Content management system
- 13. Clubhouse
- 14. HTML5
- 15. Web 2.0
- 16. Quark Express
- 17. Application software
- 18. Microblogging
- 19. Operating system
- 20. ARPANET
- 21. e-paper
- 22. Gatekeeping

(8 × 2 = 16 Marks)

SECTION – C

III. Write short essays each not exceeding **120** words on any **six** of the following. Each carries **4** marks.

23. Discuss the features of online journalism.
24. What are the components of ICT?
25. What are the features and benefits of social networking sites?
26. Explain the characteristics of web content writing and editing.
27. Discuss the concept of E-Governance.
28. Explain search engines with examples.
29. Briefly explain cybercrime.
30. What is participatory journalism?
31. What is a hashtag? Explain the purpose of using hashtags.

(6 × 4 = 24 Marks)

SECTION – D

IV. Write long essays not exceeding **500** words on any **two** of the following. Each carries **15** marks.

32. Discuss the status of online journalism in India. Critically examine any one newspaper of your choice.
33. Trace the history and evolution of the Internet.
34. Critically analyze the web versions of one English and one Malayalam newspaper of your choice.
35. Comment on fake news and the spread of misinformation via digital news platforms.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022

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

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **all** questions in a sentences, **Each** carries **1** mark.

1. Establishing shot
2. Acting cues
3. ENG
4. Lead in
5. Diegetic sound
6. lavalier mic
7. Barn door
8. FCP
9. Boom mic
10. Color temperature

(10 × 1 = 10 Marks)

P.T.O.

PART – B

II. Describe **any eight** of the following terminologies in one or two sentences, each carries **2** marks

11. PTC
12. Rule of thirds
13. Lip sync
14. Cut ins
15. Noddy shot
16. Head space
17. Hair light
18. Attribution
19. OTS
20. Cut aways
21. Outcue
22. Rundown
23. Reality Television.
24. Voice over
25. Time code
26. Happy talk

(8 × 2 = 16 Marks)

PART – C

III. Write short essays not exceeding **120** words in **any six** of the following, each carries 4 marks.

27. What do you mean by composition?
28. How will you explain the term visual grammar?
29. When does jump cuts come in handy for a video production?
30. What are the major transition devices available for a video editor?
31. What do you feel is the importance of lighting in television?
32. Suggest fresh ideas for a new television programs. Also mention their target audiences.
33. What are the differences between lip sync, ad-lib and ADR?
34. What do you mean by virtual studios?
35. List a few tips for an anchor to effectively get into the audience.
36. What are the purpose of overlays in graphic building?
37. List the advantages of non- linear editing.
38. Explain a three point lighting setup?

(6 × 4 = 24 Marks)

PART – D

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

39. With the help of an illustration, explain the physical attributes of a video studio.
40. List and explain various principles of composition.

41. What are the things to be taken care of while you plan to make an onscreen appearance?
42. Explain the steps for content generation for graphics of a video.
43. What are the attributes and specialities of your favourite anchor in Indian television?
44. What are the techniques and processes involved in EFP?

(2 × 15 = 30 Marks)

(Pages : 4)

N – 1525

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022

Career Related First Degree Programme under CBCSS

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

Core Course XI

JC 1642 : BUSINESS JOURNALISM

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Explain the following in a sentence. Answer **all** question. Each carries **1** mark.

1. Bloomberg
2. Dividends
3. Planning Commission
4. Trademarks
5. Bonds
6. Credit Rating
7. Bear

P.T.O.

8. Finance bill
9. Business India
10. World Bank.

(10 × 1 = 10 Marks)

PART – B

II. Write notes on **any eight** terminologies listed below, in one or two sentences. Each carries 2 marks.

11. Fiscal Deficit
12. Intellectual Property Rights
13. Globalisation
14. Precision Journalism
15. Monetary Policy
16. Per Capita Income
17. Sensex
18. Consumerism
19. Permit raj
20. The Great depression
21. Third World
22. Green revolution
23. Wall Street

- 24. Budget deficit
- 25. Demonetisation
- 26. Inflation.

(8 × 2 = 16 Marks)

PART – C

III. Write short essays not exceeding **120** words in **any six** of the following. Each carries **4** marks.

- 27. What is economic liberalization? Also explain its salient features.
- 28. Explain the process behind the formulation of a Five-Year plan.
- 29. What are the main beat areas of a business publication?
- 30. Comment on any one of the business magazines in English.
- 31. What are the significant features of Keynesian economics?
- 32. List the professional requirements for becoming a Business Journalist.
- 33. How will you differentiate between NNP, GNP and GDP?
- 34. Ethics in Business journalism is a superfluous thought, as it only asserts the obvious idea of doing good'..... Do you agree with this statement?
- 35. What are the major, reliable, economic indicators about India, available to a business Journalist?
- 36. Trace the origin of modern stock exchanges.
- 37. What are the essential features of Business Journalism?
- 38. Business journalists need to promote success stories. Why?

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essays not exceeding **500** words on **any two** of the following. Each carries **15** marks.
- 39. Trace the history of Business Journalism in India.
 - 40. Give an overview of the special characteristics of the Kerala.
 - 41. Explain the basics of monetary policy followed by the Reserve Bank of India.
 - 42. What are the things to be noted while practicing Budget reporting?
 - 43. Give an overview of the important milestones of Indian economy.
 - 44. What are the important postulates of neo classical economic thinking?

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022

Career Related First Degree Programme under CBCSS

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

Core Course XI

JC 1642 : BUSINESS JOURNALISM

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Explain the following in a sentence. Answer **all** question. Each carries **1** mark.

1. Bloomberg
2. Dividends
3. Planning Commission
4. Trademarks
5. Bonds
6. Credit Rating
7. Bear

P.T.O.

8. Finance bill
9. Business India
10. World Bank.

(10 × 1 = 10 Marks)

PART – B

II. Write notes on **any eight** terminologies listed below, in one or two sentences. Each carries **2** marks.

11. Fiscal Deficit
12. Intellectual Property Rights
13. Globalisation
14. Precision Journalism
15. Monetary Policy
16. Per Capita Income
17. Sensex
18. Consumerism
19. Permit raj
20. The Great depression
21. Third World
22. Green revolution
23. Wall Street

- 24. Budget deficit
- 25. Demonetisation
- 26. Inflation.

(8 × 2 = 16 Marks)

PART – C

III. Write short essays not exceeding **120** words in **any six** of the following. Each carries **4** marks.

- 27. What is economic liberalization? Also explain its salient features.
- 28. Explain the process behind the formulation of a Five-Year plan.
- 29. What are the main beat areas of a business publication?
- 30. Comment on any one of the business magazines in English.
- 31. What are the significant features of Keynesian economics?
- 32. List the professional requirements for becoming a Business Journalist.
- 33. How will you differentiate between NNP, GNP and GDP?
- 34. Ethics in Business journalism is a superfluous thought, as it only asserts the obvious idea of doing good'..... Do you agree with this statement?
- 35. What are the major, reliable, economic indicators about India, available to a business Journalist?
- 36. Trace the origin of modern stock exchanges.
- 37. What are the essential features of Business Journalism?
- 38. Business journalists need to promote success stories. Why?

(6 × 4 = 24 Marks)

PART – D

- IV. Write long essays not exceeding **500** words on **any two** of the following. Each carries **15** marks.
- 39. Trace the history of Business Journalism in India.
 - 40. Give an overview of the special characteristics of the Kerala.
 - 41. Explain the basics of monetary policy followed by the Reserve Bank of India.
 - 42. What are the things to be noted while practicing Budget reporting?
 - 43. Give an overview of the important milestones of Indian economy.
 - 44. What are the important postulates of neo classical economic thinking?

(2 × 15 = 30 Marks)

(Pages : 4)

N – 1522

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022.

Career Related First Degree Programme under CBCSS

Group 2(a) – JOURNALISM AND MASS COMMUNICATION AND VIDEO
PRODUCTION

Core Course – X

JC.1641 : DEVELOPMENT COMMUNICATION

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **all** questions in one sentence. Each carries **1** mark.

1. UNDP
2. Everett M. Rogers
3. PARI
4. Daniel Lerner
5. Capital intensive technology
6. FAO
7. Urbanisation
8. Pedagogy of the Oppressed

P.T.O.

9. GDP

10. Equity

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions in one or two sentences. Each question carries **2** marks.

11. Industrialisation

12. Magic Multipliers

13. Dependency Theory

14. Everybody Loves a Good Drought

15. New Media

16. Participatory Communication

17. Sustainable Development

18. Free-market approach

19. Physical Quality of Life index

20. UNESCO

21. Digital Divide

22. Multiplicity

23. UNFDAC

24. ICT

25. Integrated Rural Development

26. Krishi Darshan

(8 × 2 = 16 Marks)

PART – C

III. Write short essays each not exceeding 120 words on **any six** of the following. Each question carries **4** marks

27. What is communication for development? Explain.
28. Briefly explain the stages of growth suggested by Rostow.
29. What are the social indicators of development?
30. Explain Lerner's Communication Model for Development.
31. How has globalization affected the development in India?
32. Briefly explain the role of folk media in development.
33. What is MDGs? Why are they necessary?
34. What are the obstacles to development in India?
35. Explain briefly Diffusion of innovations Approach.
36. Explain Wilbur Schramm's concept of Development
37. What are the roles of development communicator?
38. What is Development Support Communication?

(6 × 4 = 24 Marks)

PART – D

IV. Write long essays not exceeding 500 words on **any two** of the following Each question carries **15** marks

39. Development should be complimentary to environmental protection. Comment
40. What were the major assumptions of Dominant Paradigm of Development? What were its limitations?

41. Explain the roles of international agencies in promoting development in the world.
42. What is your opinion on Amartya Sen's comment – 'The main purpose of development is to spread freedom and its 'thousand charms' to the unfree citizens.'?
43. Explain the role of new media in development.
44. What are the defining characters of Kerala's model of development?

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022

Career Related First Degree Programme under CBCSS

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

Elective Course

JC 1661.2 : MULTIMEDIA PRODUCTION

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

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

1. JPEG File
2. MP3 Format
3. Resolution
4. Copy testing
5. GIF
6. Linear editing
7. FCP
8. Jump Cut
9. Tween Animation
10. Kerning

(10 × 1 = 10 Marks)

P.T.O.

PART – B

Write short notes, each not exceeding **60** words, on any **eight** questions of the following, each carries **2** marks.

11. Define Footer.
12. Expand TIFF.
13. Define Typography.
14. Define Motion Tween.
15. DTP.
16. Define story board.
17. Non-Linear Editing.
18. Write about Fade in and Fade Out.
19. Define Montage.
20. Hue and Saturation.
21. Serif and San-serif.
22. What is Streaming Media?
23. Define Split Cut.
24. Define Grey Scale color mode.
25. Define Blending Tool.
26. Write any four audio recording formats.

(8 × 2 = 16 Marks)

PART – C

Write short essays, each not exceeding **120** words, on **any six** of the following, each carries **4** marks.

27. What do you mean by DTP? Discuss the importance of DTP in publication.
28. Explain Graphic Design and its Usage.
29. What are Layer Styles? Explain in short any five types of Layers Styles.

30. Explain the principles of design.
31. Explain the special effects used in Photoshop software.
32. Discuss Multimedia elements and applications.
33. Write about the Video mixing process.
34. Describe the expressive functions of colour.
35. Explain about primary and secondary colour.
36. Draw a Poster and explain the various elements in design.
37. Explain the scope for computer graphics in designing.
38. Explain the use of colour grading.

(6 × 4 = 24 Marks)

PART – D

Write long essays for any **two** of the following, each carries **15** marks.

39. Describe the various production stages of 2D Animation.
40. Discuss the essential qualities needed for competent designer.
41. Explain the various phases in developing a multimedia project.
42. Explain the Multimedia Authoring tools.
43. Critically examine the scope and significance of multimedia application in the media industry.
44. Layout and design a letter head and front page design for your college function.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2022

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

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer all questions in one sentences. Each carries 1 mark.

1. Hegemony
2. New Media
3. Culture
4. Fourth Estate
5. Power
6. Mass Communication
7. Opinion Leaders
8. Ideology

P.T.O.

9. Cultural Identity
10. Information Superhighway

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions in one or two sentences. **Each** carries **2** marks.

11. Mass Society
12. Digital Divide
13. Globalisation
14. Mass Media
15. Cultural imperialism
16. Cross Cultural Communication
17. Virtual Reality
18. Mediated culture
19. Cultural Industry
20. Media power
21. Agenda Setting
22. Message
23. SITE
24. Noise
25. Intrapersonal Communication
26. Identity

(8 × 2 = 16 Marks)

PART – C

III. Write short essays each not exceeding **120** words on **any six** of the following. **Each** carries **4** marks.

27. What are the functions of mass media?
28. Briefly explain technological determinism.
29. Do media construct gender? Why?
30. How do media influence the politics in India?
31. Explain the role of public service broadcasting in education.
32. The development of a society is intertwined with the development of its media. How?
33. What are the different types of communication?
34. Tradition is transmitted through media. Do you agree? Why?
35. How do media set agenda? Explain.
36. What is Mass Society theory?
37. Rural development in India is highly dependent on media. Why?
38. Explain the relevance of Source in the process of communication.

(6 × 4 = 24 Marks)

PART – D

IV. Write long essays not exceeding **500** words on **any two** of the following. Each carries **15** marks.

39. Democracy is greatly integrated with a strong and fair media practice. Comment.
40. Explain the role of media in society.
41. Social media has largely transformed the media scenario. How?
42. "A free press is Fundamental to a democratic society". Comment.
43. "Media constructs reality." Explain.
44. Media literacy is largely essential in this largely mediated world. Comment.

(2 × 15 = 30 Marks)