

M.A. (Final) DEGREE EXAMINATION, DECEMBER 2008.

Second Year

Journalism and Mass Communication

Paper VI — RESEARCH METHODOLOGY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the problems encountered in communication research?
2. Explain the nature and significance of scientific method.
3. Elucidate the merits and demerits of survey research.
4. Enumerate the formulation and testing of hypothesis.
5. Elucidate different methods of stratified random sampling techniques.
6. State different tools used for collecting primary data.
7. Explain the applications for mode and mean.
8. What are the statistical tools used in communication research?
9. Bring out the essentials of a good research report.
10. Write short notes on any TWO of the following
 - (a) Bar diagram.
 - (b) Observation method.
 - (c) Correlation.
 - (d) Steps in research design.

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Paper VII — COMMUNICATION THEORY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the process of communication. State the variables that influence it.

2. What are the features of mass communication?
3. Critically examine Roger and Shoemakers model of communication.
4. Discuss the interaction between verbal and verbal communication.
5. Define opinion leader state his features.
6. Review the evolution and growth of propaganda.
7. Evaluate Bandura's social learning theory and its relevance.
8. Describe the usefulness of democratic participant theory in the present day world.
9. Give an account New Comb's ABX model.
10. Write short notes on any TWO of the following :
 - (a) Magic Bullet theory.
 - (b) Message vehicle.
 - (c) Reinforcement.
 - (d) Development media.

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Paper VIII — DEVELOPMENT COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the status of development journalism in India.
2. State the impact of industrialisation and self reliance on Indian Press.
3. Discuss the nature and scope of development communication.
4. What are the features of development support communication?
5. Trace out the criticism levelled against Western development models.
6. Enumerate the recent trend in development communication in India.
7. How are economic issues reported in mass media?
8. What is the role of radio in development communication?
9. Describe one case study of development journalism.
10. Write short notes on any TWO of the following :
 - (a) Self-reliance.

- (b) Political institution
- (c) AIDS
- (d) Paradigm shift.

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Paper IX — INTERNATIONAL COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the functions of International Press Institute?
2. State different forms of international communication. Explain its contents.
3. Describe the changes in the media of third world countries.
4. Explain the role of SAARC in mass media.
5. Bring out the ways by which countries cooperative among themselves.
6. What are transnational news agencies? State their objects and functions.
7. Explain access to information as an international problem.
8. Compare and contrast elite media across the nations in the world.
9. Explain cultural imperialism in news information over the world.
10. Write short notes on any TWO of the following :
 - (a) Kinds of international news.
 - (b) Disinformation.
 - (c) New communication technology.
 - (d) Mc Bride Commission report.