

Reg. No .....

Name .....

22U140

**B. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 1 : MASS COMMUNICATION AND JOURNALISM**

**COURSE : 19U1CRBCJ1 : METHODOLOGIES AND PERSPECTIVES OF MEDIA STUDIES**

*(For Regular – 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 markseach)**

1. What is Microsoft?
2. What is Monarchy?
3. Define ethics.
4. What is globalization?
5. Define Democracy
6. Who was Jawaharlal Nehru?

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. What are the major contributions of Ferdinand de Saussure?
8. Define Yellow Journalism. Explain its features.
9. How does Censorship controls media?
10. What is Media Selection Research?
11. How does research help us to explore more?
12. Which are the positive elements of globalization?
13. What is framing? Explain with examples.
14. Explain about non- rating research.
15. What is mass media? Give any two general characteristics.
16. Write a note on a linguistic experience that you had in your life.

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. "The entire media houses have their own agenda towards news" Explain.
18. How did Marxist ideology change the world?
19. What is feminism? Give its importance in research.
20. "The USA is typical example of the capitalist country". Explain.
21. Explain the origin and growth of Linguistics
22. "Media really function as the 4 the pillar of Indian democracy". What is your opinion?
23. Collection of relevant data is the most important process in a research. Explain.
24. Explain two sectors of research.

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Explain semiotics. How is it related to culture?
26. "There are eight steps in research" explain.
27. Discuss the different Channels included in mass communication.
28. Explain how the filtering process happen in a newsroom.

**(15 x 2 = 30)**