

**FOURTH SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2022**

(CBCSS)

Journalism and Mass Communication

MCJ 4E 03—POLITICAL ECONOMY OF INDIAN MEDIA

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section/Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Part A**

*Write short notes on any **four** of the following.*

*Each question carries 2 weightage.*

- 1 Mercantilism.
- 2 The blind spot debate.
- 3 Political economy.
- 4 Commodification.
- 5 Visual Culture.
- 6 Performative traditions.
- 7 Audience commodity.

(4 × 2 = 8 weightage)

**Part B**

*Write short essays on any four of the following.*

*Each question carries 3 weightage.*

8. Explain communication as an economic entity.
9. How will you explain vertical integration ?
10. Briefly illuminate the characters of communication order under colonialism.
11. What were the notable earliest media enterprises in India ?
12. Illuminate the aspects of economic approach to human behaviour.
13. Explain the Armand Mettelarts' class analysis of communication.
14. What are the factors that led to the rise of neo liberalism ?

(4 × 3 = 12 weightage)

**Part C**

*Write essays on any two of the following.*

*Each question carries 5 weightage.*

15. Enumerate the forms of knowledge and ways of knowing in early Modern India.
16. Explain the differences in approach of European and American Political Economy of Communication.
17. Elaborate on the commercialization of media in India.
18. Explain the various type of ownership patterns that exists in Indian media scenario.

(2 × 5 = 10 weightage)

**FOURTH SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2022**

(CBCSS)

Journalism and Mass Communication

MCJ 4E 02—PHOTO JOURNALISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
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4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Part A**

*Write short notes on any four of the following.*

*Each question carries 2 weightage.*

1. Pixel.
2. Fish eye lens.
3. Colour sensitivity.
4. Rule of thirds.
5. Depth of field.
6. Exposure light tables.
7. Toning.

(4 × 2 = 8 weightage)

**Part B**

*Write short essays on any four of the following.*

*Each question carries 3 weightage.*

8. Explain the prominent works of any one famous Indian photographer.
9. Review the contents of any one photo magazine you regularly subscribe to.
10. What are the important milestones in the development of photography.

**Turn over**

11. List the tips to be taken care of while covering photos related to sensitive issues.
12. Explain the mechanism of shutter and aperture in a camera.
13. What are the basic principles of lighting for indoor and outdoor photography ?
14. How do you differentiate between a photo story, photo essay and a photo feature ?

(4 × 3 = 12 weightage)

### Part C

*Write essays on any two of the following.*

*Each question carries 5 weightage.*

15. What are the possibilities of manipulations using softwares, to increase the persuasive appeal and effect of photographs ?
16. What are the qualifications and qualities expected of a photojournalist ? Briefly explain the ethics of news photography.
17. How are cameras classified ? Also compare different types to bring out their differences.
18. What are the tips to be followed by scaling and cropping photographs ?

(2 × 5 = 10 weightage)

**FOURTH SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)**  
**EXAMINATION, APRIL 2022**  
(CBCSS)

Journalism and Mass Communication

MCJ 4E 01—DATA JOURNALISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
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**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

- |                            |                                  |
|----------------------------|----------------------------------|
| 1. Define data journalism. | 2. What are infographics ?       |
| 3. Define colour.          | 4. What is a heatmap ?           |
| 5. What are scatterplots ? | 6. What is an open data format ? |
| 7. Define hypothesis.      |                                  |

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. List and describe different kinds of infographics.
9. Briefly explain the different data sources.
10. Describe various kinds of data formats.

**Turn over**

11. Explain the business model of data journalism.
12. List and describe the methods of web scraping.
13. Briefly explain the methods of data verification.
14. Briefly explain map theory.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. Explain the significance of data journalism.
16. Explain the ethics to be followed in data visualization.
17. Explain the process of data analysis.
18. Elucidate with examples how data is used in developing newsstories.

(2 × 5 = 10 weightage)

**FOURTH SEMESTER M.A. DEGREE [REGULAR/SUPPLEMENTARY]  
EXAMINATION, APRIL 2022**

(CBCSS)

Journalism and Mass Communication

MCJ4C01—FILM STUDIES

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
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4. *There will be an overall ceiling for each Section/Part that is equivalent to the maximum weightage of the Section/Part.*

**Part A**

Write short notes on any *four* of the following :

1. Non-diegetic sound.
2. Signification.
3. Cinema Verite.
4. Film Criticism.
5. Cahiers du Cinema.
6. Bollywood.
7. Continuity editing.

(4 × 2 = 8 marks)

**Turn over**

**Part B**

Write short essays on any *four* of the following :

8. How did Italian neo realism influence the film makers from India ?
9. Briefly explain the important elements of a film sound track.
10. What were the distinguishing features of films made during French New wave ?
11. What are the types of documentaries you are familiar with ?
12. How will you explain feminist films ?
13. What are the essential postulates of Apparatus theory ?
14. What is Avant Garde cinema ?

(4 × 3 = 12 marks)

**Part C**

Write essays on any *two* of the following :

15. Give an overview of any one major film movement, also citing the important film makers and films associated.
16. List and explain the milestones in the history of Indian cinema.
17. What are the types of montages you are familiar with ? Also explain the types of montages you find in the Odessa steps sequence of 'Battleship Potemkin ?
18. Briefly illuminate the pro-filmic elements of mise-en-scene.

(2 × 5 = 10 marks)



**FOURTH SEMESTER P.G. DEGREE EXAMINATION, APRIL 2022**

(CCSS)

M.C.J.

MCJ4E03—POLITICAL ECONOMY OF INDIAN MEDIA

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Components of Political Economy.
- b) Laissez-faire.
- c) Monetary theory.
- d) Vertical integration strategy.
- e) *longue durée*.
- f) Liberal nationalism.
- g) Media economics.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries eight marks :

- a) New political economy.
- b) Anti-fascism.
- c) Paid Media.
- d) Audience Commodity.
- e) Mechanical reproduction of art.
- f) Marxist Political Economy.
- g) Political Economy of Communications.

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries twelve marks :

- a) The media that exists in our Country is heavily influenced by the ownership form it takes. Elaborate the very basic ownership Patterns.
- b) Can social media network allow free speech ? Write your opinion.
- c) Draft an essay on the forms of knowledge and ways of knowing in early modern India.
- d) Explain the internet's effect on media economies.

(2 × 12 = 24 marks)

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**FOURTH SEMESTER P.G. DEGREE EXAMINATION, APRIL 2022**

(CCSS)

MCJ

MCJ 4E 02—PHOTO JOURNALISM

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- (a) How wildlife photography is different from animal photography ?
- (b) What is a photo story ? Explain with an example.
- (c) Lens filter.
- (d) Depth of field.
- (e) Colour reversal film.
- (f) How do you take pictures with flash ?
- (g) Sunil Janah.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- (a) Write a review on any *two* Photo journals or magazines in India.
- (b) How news photographs are different from other photographs ?
- (c) Briefly explain the ethics of news photography.
- (d) Explain the arrangements for an indoor portrait photography.
- (e) How photo manipulation is possible with a software ?
- (f) How to choose the right colour temperature for your photograph ?
- (g) What is Three-point lighting setup ?

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- (a) How aperture and shutter speed are working in the camera ? Explain with a pictorial presentation of the camera structure.
- (b) Why is the job of a photojournalist so important today ?
- (c) How lighting becomes an important element in photography ? Clarify with examples.
- (d) Write the profiles and notable works of any *three* international photographers.

(2 × 12 = 24 marks)

## FOURTH SEMESTER P.G. DEGREE EXAMINATION, APRIL 2022

(CCSS)

M.C.J.

MCJ 4C 02—FILM STUDIES

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each question carries 4 marks :

- a) Road movies.
- b) Battleship Potemkin.
- c) Surrealism.
- d) Ingmar Bergman.
- e) Kim - Ki - Duk.
- f) Laura Mulvey.
- g) Elipathayam.

(4 × 4 = 16 marks)

II. Write short essays on any *five* if the following. Each question carries 8 marks :

- a) Nanook of the North.
- b) Leni Riefenstahl.
- c) "What is Cinema".
- d) Krzysztof Kieslowski.
- e) Alain Resnais.
- f) Sound design.
- g) Queer theory.

(5 × 8 = 40 marks)

III. Write essays on any *two* of the following. Each question carries 12 marks :

- a) Present a comparative case study of two important international movies; one an Italian Neo-realist movie ; two, a French new wave movie.
- b) Write a critical analytical article on any Latin American movie you have seen.
- c) Describe a mise-en-scene in any two movies, one an international movie ; two, an Indian movie.
- d) Who is your favorite cinematographer ? Write a profile of this person.

(2 × 12 = 24 marks)

## FOURTH SEMESTER P.G. DEGREE EXAMINATION, APRIL 2021

(CCSS)

M.A. Mass Communication and Journalism

MCJ 4E 01—DATA JOURNALISM

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Info-graphics.
- b) Precision Journalism.
- c) Data Mining.
- d) Data Privacy.
- e) Pivot Tables.
- f) Visual Story Telling.
- g) Raw data.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- |                                 |                     |
|---------------------------------|---------------------|
| a) Computer Assisted Reporting. | b) Data warehouse.  |
| c) Big data Journalism.         | d) Data Analysis.   |
| e) Algorithm.                   | f) Cloud Computing. |
| g) Google Refine.               |                     |

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Data journalism is a journalism specialty reflecting the increased role of numerical data in the production and distribution of information in the digital era. Write your thoughts on this statement.
- b) Describe the necessary skills that journalists must have in order to cope with data journalism.
- c) Discuss in detail, the role that Web 3.0 and 'open data' playing in data journalism.
- d) Present the data-story workflow from data collection to visual storytelling.

(2 × 12 = 24 marks)

**FOURTH SEMESTER M.C.J. DEGREE (SUPPLEMENTARY/IMPROVEMENT)  
EXAMINATION, MARCH 2021**

(CUCSS)

Journalism and Mass Communication

MCJ 4E 05—VISUAL MEDIA PRODUCTION

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

*Answer Question 1 and four others.*

**Part A**

1. Write short notes on any *six* of the following :

- (a) Associate director.
- (b) Shot division.
- (c) Cinematographer.
- (d) Camcorder.
- (e) Storyboard.
- (f) Stage manager.
- (g) Functions of microphone.
- (h) Lens field of view.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage.*

- 2. Explain the duties and responsibilities of below the line production people like Assistant director, Art director, Camera operator, Editor, Composer, Technical director etc.
- 3. What are all the benefit we get out of that when we produce a Video programme ?
- 4. Explain the functions and duties of lighting cameraman and how he executes lighting design for video film productions.

**Turn over**

5. What is concept mapping, writing techniques, shot division, resources identification, budgeting and allocating the production cost ?
6. Illustrate the aesthetics of editing, graphics, title and subtitle, transition and video effects of a non-narrative production.
7. Define, Non-linear editing and how it is beneficial in various visual media productions ?
8. Write brief notes about any *four* of the following :
  - a) Edit decision list.
  - b) Role and Rolling.
  - c) Narrative film.
  - d) Graphic artist.
  - e) Visual aesthetics.
  - f) Reflected light.

(4 × 6 = 24 weightage)



**FOURTH SEMESTER M.C.J. DEGREE (SUPPLEMENTARY/IMPROVEMENT)  
EXAMINATION, MARCH 2021**

(CUCSS)

Journalism and Mass Communication

MCJ 4C 16—FILM STUDIES

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

*Answer Question 1 and four others.*

**Part A**

1. Write short notes on any *six* of the following :

- (a) Multiplex Theatre.
- (b) Film genres.
- (c) Documentary films.
- (d) Majid Majid.
- (e) Govindan Aravindan.
- (f) Jafar Pahnahi.
- (g) Mise-en-scène.
- (h) Georges Méliès.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage.*

- 2. How the films of Fritz Lang and Robert Wiene makes us understand German Expressionism ?
- 3. What necessitated the British underground cinema and its historical significance ?
- 4. The ideological approach in film-making deals with attitudes, beliefs and political, social and cultural positions. Do you agree ?
- 5. What is Film Semiotics based on Christian Metz ? In addition, how it is useful to understand films with some example.

**Turn over**

6. Discuss the salient of Structuralist film theory and the Kuleshov effect with suitable film example.
7. How to understand French New Wave films and its directors? Explain with film examples.
8. Write an essay on Indian New wave cinema and its directorial approach.
9. Write brief notes about any *four* of the following :
  - (a) Manichithrathazhu.
  - (b) Drishyam.
  - (c) Bangalore Days.
  - (d) Usthad Hotel.
  - (e) Kilukkam.
  - (f) Maheshinte Prathikaaram.

(4 × 6 = 24 weightage)