

**Centre for Journalism & Mass Communication**

**M. A. Communication & Journalism**

**Semester III Examination, 2024**

**Paper XIII: Communication Research - Theory**

**Total Marks: 40**

**Time: 3 hours**

**Group A: Basics of Communication Research**

**Marks: 20**

*Marks are indicated in the margin*

Answer *any two* of the following questions:

10x2 = 20

1. *Social media is changing the tribal communities in India.* - Identify and explain the followings for the above statement -
  - a. Concepts and constructs
  - b. Variables with their possible attributes
  - c. Possible sampling technique
2. Discuss in detail the process of conducting a research on the following topic: *News media strongly influence the election results in India.*
3. For writing a dissertation on the following topic, provide an outline of its structure with necessary details therein: *Cinematic narration of women film directors are different from their male counterparts.*
4. Discuss in detail the ethical foundation along with operational ethical measures to be taken to conduct research on the following topic: *Children are getting negatively affected by violence portrayed in cartoons.*

**Group B**  
**Marks: 20**

*Questions are of value as indicated in the margin*

Answer **any one** of the following questions

1. Explain in detail the terms Reliability and Validity as standards of research design.  
Differentiate between these two terms. (7.5+7.5+7.5)
2. Write short notes on the following: (5 marks x 4)
  - a. Steps involved in development of a research project
  - b. Qualitative research design
  - c. Mixed method research design
  - d. Inter coder reliability
3. What is replication? Explain in detail the four types of replication that can be used to validate a scientific test. (4+16)

Centre for Journalism & Mass Communication, Vidya-Bhavana, Visva-Bharati

M.A. Semester III Examination, 2024

Specialization Subject [B]: Advanced Development Communication

Paper XV: Introduction to Advanced Development Communication

Marks: 40

Time: 3 Hours

Marks are indicated in the margin.

Answer any two questions from question number I to III. Fourth question is mandatory.

- I. Discuss dominant paradigm of development? Can this bring sustainability of development? 5+10=15
- II. Rural community and urban society differ on many counts. Write five differences which influence communication strategy for development. 3 X 5= 15
- III. Discuss developing community from within approach to development. How does it differ from outside driven development? 10+5= 15
- IV. Answer any two short noted 5 X 2 = 10
- a) Swadeshi and rural reconstruction
  - b) Money standard to man standard in development
  - c) Sustainable Development Goals
  - d) Trans-generational Progress

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M.A. Semester III Examination, 2024

Specialization Subject [C]: Gender, Media and Society

Paper XV: Gender and Society

Full Marks: 40

Time: 3 Hours

Marks are indicated in the margin.

Answer any two of the following questions

1. Discuss the characteristics of the Indian agrarian social model with relevant examples. Evaluate the key challenges faced by women in Indian agrarian societies. (20)
2. Provide a brief overview of gender history in India, highlighting key developments in gender roles, rights, and societal perceptions across different historical periods. (20)
3. Discuss the evolution of feminism, highlighting the contributions of key researchers and theorists throughout its development. (20)
4. Discuss the role of media in reinforcing or challenging traditional constructions of femininity and masculinity. Support your answer with contemporary examples from various forms of media. (20)



Centre for Journalism and Mass Communication

MA in Communication and Journalism Semester III Examination 2024

Specialization (G) : Advance Audio-Visual Production

Paper XV (Advance Audio-Visual Production Theory)

Full marks: 40

Time: 3 hours

*Marks are indicated in the margin*

Answer any two questions from Q1-Q6 and Q7 is compulsory

- Q1. What is montage? Explain the application of various types of montage in conveying cinematic meanings to spectators with necessary examples. 3+12=15
- Q2. Explain the evolution of chroma keying in AV production. Elaborate with suitable examples how chroma keying enhances visual storytelling. 5+10=15
- Q3. Describe the paradigm of screenplay writing. What is a plot point? Taking instances from films, justify how plot points help maintain the structure of cinematic storyline. 8+2+5=15
- Q4. Discuss how a subject-camera relationship impacts the understanding of AV production? What are the essential steps in post-production? 10+5=15
- Q5. Taking reference of a film of your choice, critically analyze its narrative, technicalities and character development as audio-visual production. 15
- Q6. Explain from practical experience the various challenges that are associated with an AV production. What measures one can take to minimize those challenges? 10+5=15
- Q7. Write short notes on **any two** of the following 2x5 = 10
- a) Camera shots with their purpose
  - b) Video format
  - c) Screen theory
  - d) Mise-en-scene
  - e) Video editing transitions
  - f) Audience care

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M.A. Semester III Examination, 2024

Specialization Subject [H]: Advance Online Media and Mobile Journalism

Paper XV: Cyberspace and Content Creation

Full Marks: 40

Time: 3 Hours

Marks are indicated in the margin.

Answer **any two** of the following questions

1. Explain the different types of podcasting with relevant examples. Differentiate between broadcasting, narrowcasting, and network bandwidth, providing suitable examples. (10+10)
2. Discuss in detail the different features of cyber journalism. Explain the benefits and challenges of interactivity with suitable examples. (10+10)
3. Explain the significance of the right to information with relevant examples. Discuss the interplay between the right to information and the right to privacy in the context of Indian democracy. (10+10)
4. Define media convergence and its impact on journalism with relevant examples. (20)

**Centre for Journalism & Mass Communication**

**M. A. Communication & Journalism**

**Semester III Examination, 2024**

**I. International Relations & Public Diplomacy (Specialization)**

**Paper XV: International Communication & Journalism**

Time: 3 hours

Full marks: 40

*Marks are indicated in the margin.*

1. Answer *any two* of the following questions: 15x2 = 30
  - a. The internet has liberated the flow of information, making it more democratic. – In the background of the prevailing global communication structure, critically respond to the above statement. 15
  - b. In the background of the evolution of India's foreign policy, discuss the growing use of soft power and its implications. 15
  - c. Provide a detailed plan, with necessary justifications, to redistribute the global and national media structures for transforming to a democratic participatory media model. 15
  - d. In reference to the recent elections in India and around the globe, discuss the usage of various media platforms and its influence in voting patterns. 15
2. Critically analyze the implication of *any one* of the following news images in the political history of the world: 10x1=10

a.



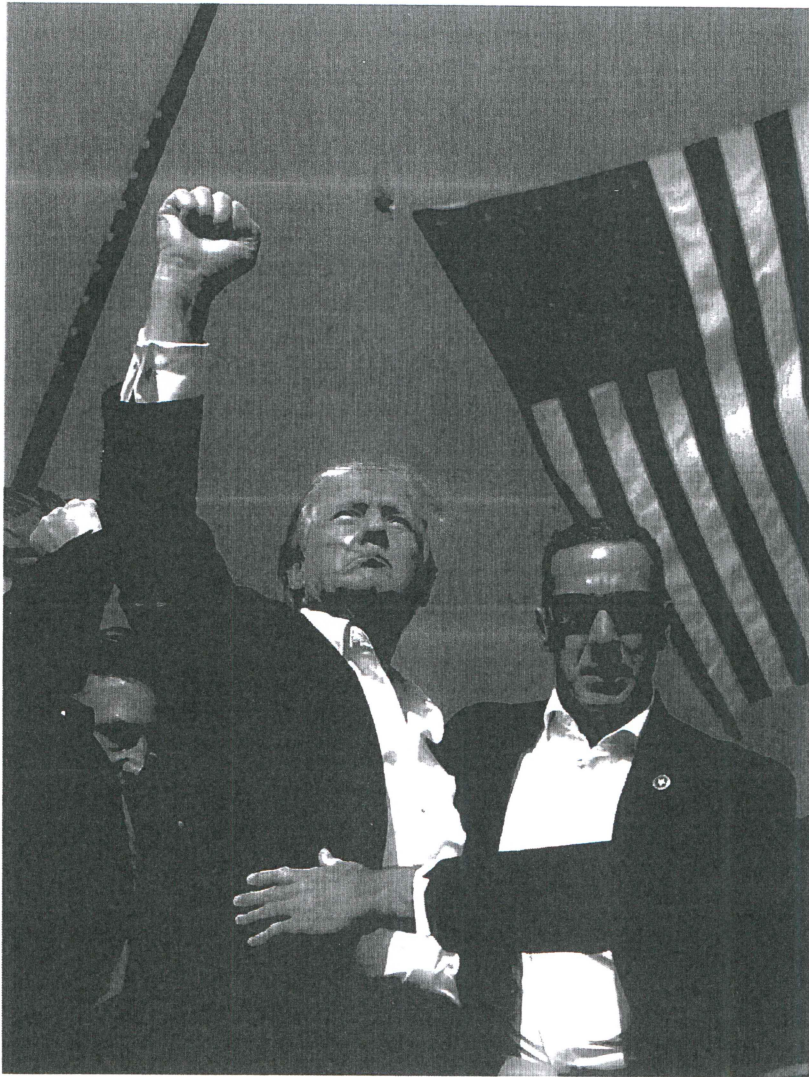
Photo by Ken Jarecke, 1991 Gulf war



b.

Photo by Nick Ut, 1972 Vietnam War





c. Photo by Evan Vucci, 2024 USA election campaign

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M.A. Semester III Examination, 2024

Specialization Subject [J]: Digital Media Creative

Paper XV: Digital Media Narratives

Full Marks: 40

Time: 3 Hours

**Questions are of value as indicated in the margin**

**Answer any two**

- 1) "Foucault's "What is an Author?" and Roland Barthes's "The Death of the Author" help illuminate this shift toward the collaborative production of literary journalism, which now weds written and visual aesthetics with computer engineering design." (Dowling 2019: 29)  
In the light of the above statement, explain the significance of multimedia narrative in immersive longform storytelling. (20)
- 2) Why do digital editors wear a lot of different hats? Explain in detail the responsibilities of a digital editor. (6+14=20)
- 3) "Convergence is remediation under another name" (Bolter and Grusin 1999: 224). Explain the theory of Remediation proposed by Bolter and Grusin as defining characteristics of new digital media. (20)
- 4) Explain the concept of Ethnographic Journalism in detail. Describe the steps involved in developing an immersive ethnographic journalism project through community reporting. (5+15= 20)
- 5) Write short notes on the following: 5 X 4 = 20
  - a) Digital longform
  - b) Rhetoric and Technology
  - c) Immersive media's new narratives
  - d) Use of search engine optimisation by digital editors

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M.A. Semester III Examination, 2024

Specialization Subject [B]: Advanced Development Communication

Paper XVI: Advanced Development Communication

Marks: 40

Time: 3 Hours

Marks are indicated in the margin.

Answer any two questions from question number I to III. Fourth question is mandatory.

- I. Do you think communication as an essential instrument of development? Discuss Communication as, in and for Development. 5+10=15
- II. What are the differences between Participatory Rural Appraisal and Information Gap Elimination Meet Series with regard to their applicability efficiency? 15
- III. Why development communication values are important in the process of development? Discuss five such values. 5+ 10= 15
- IV. Answer any two short notes. 5×2=10
  - a) Community Communication spectrum
  - b) Communication as Sixth element
  - c) ICT4D
  - d) Action Research



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M.A. Semester III Examination, 2024

Specialization Subject [C]: Gender, Media and Society

Paper XVI: Gender and Media

Full Marks: 40

Time: 3 Hours

Marks are indicated in the margin.

Answer any two of the following questions

1. Discuss the role of online media in advancing queer activism in India. Provide examples to illustrate its impact on societal perceptions. (20)
2. Explain the role of feminist interventions in reshaping communication theory with suitable examples. (20)
3. Discuss the key policies in India aimed at promoting gender inclusivity. Evaluate the role of digital media in advancing these goals. (20)
4. Explain how gendered media representation influences societal attitudes toward gender roles and stereotypes. Illustrate your answer with a case study where gendered media significantly impacted a social issue. (20)

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M.A. Semester III Examination, 2024

Specialization Subject [H]: Advance Online Media and Mobile Journalism

Paper XVI: Mobile Journalism Theory

Full Marks: 40

Time: 3 Hours

Marks are indicated in the margin.

Answer any two of the following questions

1. Define mobile journalism and discuss its advantages and disadvantages. Support your answer with relevant examples. (10+10)
2. Discuss the ethical challenges of mobile journalism and suggest strategies to uphold journalistic integrity in this field. (10+10)
3. Briefly discuss the workflow process of MoJo with suitable examples. (20)
4. Discuss the importance of visual elements while creating video stories for MoJo. Cite suitable examples to justify your answer. (10+10)

**Centre for Journalism & Mass Communication**  
**M. A. Communication & Journalism**  
**Semester III Examination, 2024**  
**I. International Relations & Public Diplomacy**  
**Paper XVI: Communication for Peace, Conflict Resolution & Security**

Time: 3 hours

Full marks: 40

*Marks are indicated in the margin.*

1. Answer *any two* of the following questions: 15x2 = 30
  - i. Considering you are the founder-editor of a new media organization, discuss the policies you would implement, with necessary justifications, to ensure the organization establishes culture of peace through its journalistic works. 15
  - ii. Critically analyze media's role in escalation of Kuki-Meitei conflict of India. How do you think media should perform to de-escalate the situation? 10+5
  - iii. What is the implication of media securitization of the issue of climate change? How do you think visual aesthetics of climate change can be used in de-securitization of the issue? 8+7
  - iv. Critically analyze regional media's coverage of Tilottama-RG Kar issue in addressing the systematic and structural violence, with reference to the concept of peace through justice. 15
2. Critically analyze the following news video as a piece of conflict reporting: 10x1=10  
Video XVI Q2 (file to be provided during examination)

**Centre for Journalism & Mass Communication**

**M. A. Communication & Journalism**

**Semester III Examination, 2024**

**I. International Relations & Public Diplomacy (Specialization)**

**Paper XVII: Public Diplomacy & Communication**

Time: 3 hours

Full marks: 40

*Marks are indicated in the margin.*

- 1) Answer *any two* of the following questions: 15x2 = 30
- a) Critically analyze the public diplomacy policies of the USA and China, in comparison to each other. 15
  - b) Discuss how PsyOps have been used to garner public support in various interventionist foreign policies of the nation-states across the globe. 15
  - c) Design a media diplomacy campaign plan in improving the image of India for the citizens of Pakistan. 15
  - d) Digital public diplomacy has made internal citizens of any nation-state more vulnerable to foreign government propaganda. – Do you think so? Justify your answer with necessary examples and possible solutions. 10+5
- 2) Critically compare the following two social media pages based on the new media diplomacy tactics (access to online pages will be provided during examination): 10x1=10
- a) <https://x.com/narendramodi>
  - b) <https://x.com/POTUS>