

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR MAY 2024 EXAMINATIONS

M.A. Journalism and Mass Communication – Second Semester

Mediated Communication

Subject Code: SJMM21

- 1.) (A) Analyze the evolution of mass communication from traditional media to new media, highlighting key theories such as the Power Effects Thesis and the Propaganda Model. How have audiences transitioned from passive to active participants in the media landscape?

(OR)

- (B) Compare and contrast Marshall McLuhan's Medium Theory with Harold Innis's Perspective on communication ecology. How do these theories contribute to our understanding of media and its societal impacts?

- 2.) (A) Design a research study to investigate the cognitive, memory, and emotional effects of social and mobile media on individuals. Draw upon relevant theories such as Social Information Processing Theory and Social Cognitive Theory to formulate research hypotheses and methodologies.

(OR)

- (B) Explore emerging theoretical perspectives in media studies, such as Digital Play and Media Transference, Actor Network Theory, and Persuasive Technology Design. How do these perspectives expand our understanding of human-media interaction and communication dynamics in the digital age?

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M.A. Journalism and Mass Communication – Second Semester

In-Depth News Reporting

Subject Code: SJMM22

- 1.) (A) Investigate the role of Journalists in reporting social issues and welfare schemes, with a focus on child protection guidelines and the coverage of government development schemes. Analyze the challenges and ethical considerations journalists face when reporting on sensitive topics such as trauma and gender-based issues.

(OR)

- (B) Select a recent crime-related event covered by the media and analyze the portrayal of crime and law enforcement agencies. Evaluate the role of the media in shaping public perceptions of crime and the criminal justice system.

- 2.) (A) Examine the concept of contempt of court and its implications for journalists covering court proceedings. Discuss the basics of legal research for journalists and the importance of understanding the Indian judicial system, including key laws such as the Indian Penal Code and Criminal Procedure Code.

(OR)

- (B) Evaluate the role of the media in political reporting, focusing on election coverage and the impact of social media on political discourse. Analyze the phenomenon of paid news and regulations governing election reporting.

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Media Production Technique

Subject Code: SJMM23

- 1.) (A) Explore the significance of featured messages in media production genres, including theme-based, fictional, and non-fictional messages. Discuss how these messages contribute to narrative construction, audience engagement, and the communication of ideas and values.

(OR)

- (B) Design a comprehensive plan for audio production, outlining the preparation, infrastructure, and tools required for effective audio content creation. Explain the importance of pre-production processes such as scriptwriting, voice recording, and sound editing in ensuring the quality and coherence of audio productions.

- 2.) (A) analyze the process of audiovisual production, focusing on the Infrastructure, tools, and techniques involved in creating compelling visual narratives. Examine the role of pre-production planning, including storyboarding, location scouting, and equipment selection, in shaping the visual aesthetics and storytelling elements of audiovisual projects.

(OR)

- (B) Investigate the principles and practices of animation and graphical production, with a focus on different animation techniques and graphical styles. Explore the implementation of concepts and ideas in animation projects, considering factors such as visual storytelling, character design, and motion dynamics.

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M.A. Journalism and Mass Communication – Second Semester

Film Studies

Subject Code: SJME22

- 1.) (A) Discuss the evolution and development of film as an art form and academic discipline. Trace the origins of film studies, exploring its transition from early narrative fiction to documentary, avant-garde, and anthology films.

(OR)

- (B) Compare and contrast key movements and theories in film studies, such as German Expressionism, Italian neo-realism, French New Wave, and Third Cinema. Evaluate the contributions of auteur theory, feminist film theory, queer theory, and postmodernist cinema to our understanding of film as an art form and cultural artifact.

- 2.) (A) Explore the essential characteristics of film language, including mise-en-scene, cinematography, editing, sound, and color. Analyze how these elements contribute to the narrative structure, visual aesthetics, and thematic depth of a film.

(OR)

- (B) Conduct a comprehensive analysis and interpretation of a selected film, utilizing various approaches such as semiotics, audience expectations, cultural/historical analysis, and narrative analysis. Explore how symbols, signs, and visual cues are employed in the film to convey meaning and evoke emotional responses from the audience.