

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR MAY 2024 EXAMINATIONS

M.A. Journalism and Mass Communication – Third Semester

Society and Media

Subject Code: DJMS31

- 1.) (A) Analyze how the concepts of community, class, and societal structures have been represented and interpreted in media. Discuss the role of media in shaping our understanding of these social constructs and how they influence individual and collective experiences.

(OR)

- (B) Critically evaluate the various theoretical frameworks used to understand the nature, function, and impact of media. Discuss how these theories have evolved over time and their relevance in the contemporary media landscape.

- 2.) (A) Examine the relationship between media, language, and popular culture. Discuss how media has influenced the evolution of language and its role in shaping and reflecting popular cultural trends.

(OR)

- (B) Investigate the emergence of new media form and technologies, and analyze their impact on societal dynamics, modes of communication, and patterns of participation. Discuss the implications of these contemporary trends for the future of media and its role in society.

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M.A. Journalism and Mass Communication – Third Semester

COMMUNICATION RESEARCH (BASED ON E - LEARNING)

Subject Code: DJMM32

- 1.) (A) Explore the historical development of communication research, tracing its origins from early studies to contemporary approaches.

(OR)

- (B) Evaluate the role of media in shaping attitudes, beliefs, behaviors, and perceptions across different contexts and demographics.

- 2.) (A) Design a quantitative instrument for sampling in communication research, outlining the steps involved in selecting appropriate measures and ensuring data quality.

(OR)

- (B) Explore the principles and methodologies of qualitative research design in communication studies, including ethnography, interviews, focus groups, and textual analysis.

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M.A. Journalism and Mass Communication – Third Semester

ADVANCE TELEVISION PRODUCTION

Subject Code: DJMM33

- 1.) (A) Trace the historical developments of television technology and its transformation into a ubiquitous medium of communications.

(OR)

- (B) Examine the impact of television on society, culture, and communication patterns, considering its role in shaping public opinion, social dynamics, and entertainment preferences.

- 2.) (A) Analyze the social relevance and cultural significance of television content, examining its role in reflecting and shaping societal norms, values, and identities,

(OR)

- (B) Explore the production process in television, focusing on camera techniques, lighting setups, studio settings, and production technologies.

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M.A. Journalism and Mass Communication – Third Semester

CORPORATE COMMUNICATION

Subject Code: DJMM34

- 1.) (A) Trace the historical development communication as a strategic functions within organizations, examining its evolution from traditional to contemporary practices.

(OR)

- (B) Analyze the role of corporate communication in Facilitating organizational processes, fostering internal cohesion,, and managing external perceptions.

- 2.) (A) Develop insights into the professional skills and technical capabilities required for effective corporate communication management, including strategic planning, crisis communications, and stakeholder engagements.

(OR)

- (B) Evaluate the role of digital marketing tools and techniques in corporate communication, including SEO, SEM email marketing, and content marketing.

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M.A. Journalism and Mass Communication – Third Semester

FILM STUDIES

Subject Code: DJME35

- 1.) (A) Analyze the key elements and genres of cinema. Including narrative fiction, documentary, ethnographic, and experimental (avant-garde) films and their significance in film scholarship.

(OR)

- (B) Discuss the cultural, social, and political contexts that have influenced the evolutions of film studies, highlighting the interdisciplinary nature of the field and its relevance to contemporary society.

- 2.) (A) Provide an overview of the basic aspects of film language and aesthetics, including cinematography, editing, and sound design, and their role in shaping cinematic storytelling emotional impact

(OR)

- (B) Examine the languages of film, including visual and narrative elements, and how filmmakers use cinematic techniques to convey meaning and evoke emotional responses from audiences.

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M.A. Journalism and Mass Communication – Third Semester

PHOTO JOURNALISM

Subject Code: DJME36

- 1.) (A) Analyse the scope of photojournalism, considering its historical evolution, contemporary practices, and impact on society, politics, and culture.

(OR)

- (B) Trace the history of photography and its evolution into the field of photojournalism, exploring key milestones, practitioners, and movements.

- 2.) (A) Introduce digital technology and its impact. On the practice of photojournalism, including advancements in camera technology, image Editing software, and content – sharing platforms.

(OR)

- (B) Discuss the role of camera technology in capturing and documenting newsworthy events, considering the technical specifications, features, and functionalities of digital cameras.