

Internal Assignment Questions for Dec 2024 Examinations
M.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER I

NAME OF THE COURSE : Understanding Human Communication (SJMM11)

1. **(a)** Write a detailed essay analyzing the Seven Traditions of Communication Theories. Discuss each tradition's foundational principles, key theorists, and practical applications. Evaluate the relevance of these traditions in understanding contemporary communication practices. Use real-world examples to illustrate how these theories apply to current communication scenarios.

(OR)

- (b)** Compare and contrast the Shannon-Weaver Model and Berlo's SMCR Model of Communication. Discuss their foundational concepts, strengths, and limitations. Evaluate how each model addresses different levels of communication and message processing.
2. **(a)** Develop a research proposal to investigate the impact of Cognitive Dissonance Theory on communication practices in a specific context (e.g., organizational communication, interpersonal relationships, or media communication). Outline your research objectives, methodology, and expected outcomes.

(OR)

- (b)** Select a real-world case study where nonverbal communication played a significant role (e.g., a political speech, a marketing campaign, or a cross-cultural interaction). Analyze the nonverbal codes used, their impact on the communication process, and how they influenced the message's effectiveness.

NAME OF THE COURSE : Introduction to Journalism(SJMM12)

1. **(a)** Write a detailed essay discussing how journalism has evolved in the digital age, particularly with the rise of multimedia, mobile, collaborative, and data-driven journalism. Analyze the contemporary status of journalism, focusing on how the profession adapts to the new rules of engagement in a new media ecology.

(OR)

- (b)** Select a recent news story from a reputable media outlet and analyze how well it adheres to Kovach and Rosenstiel's "Elements of Journalism." Focus on elements such as truthfulness, verification, independence, and accountability. Compare and contrast how traditional journalism canons are being upheld or challenged in digital journalism.
2. **(a)** Develop a research proposal to investigate the ethical challenges digital journalists face in today's media landscape. Outline your research objectives, methodology, and the ethical dilemmas you're addressing, such as digital ethics, self-regulation, and the rise of fake news.

(OR)

- (b)** Write an essay discussing the relevance of Gatekeeping Theory and Agenda Setting in the current social media-dominated news ecosystem. How have these theories adapted or been challenged by the rise of citizen journalism, bloggers, and alternative news platforms?

NAME OF THE COURSE : Communication Design (SJME11)

- 1. (a)** Write an essay on the significance of mind mapping and brainstorming in the content creation process. Discuss how these tools help in organizing ideas, improving creativity, and enhancing writing skills. Provide examples of how mind maps and brainstorming sessions can be applied to communication tasks, such as article writing, marketing messages, or digital content development.

(OR)

(b) Discuss the role of word processing software in creating professional communication messages. Explore the fundamental features (editing, formatting, citation management) and their importance in producing clear, coherent, and polished content. Evaluate how the evolution of word processing tools has influenced writing practices and efficiency in the communication industry.

- 2. (a)** Write an analytical essay on the significance of infographics as a tool for simplifying and presenting complex information. Discuss the principles of effective infographic design and how they contribute to message clarity and audience engagement.

(OR)

(b) Analyze the role of image processing and manipulation in visual communication. Discuss the ethical implications of image editing, especially in media and advertising. Evaluate how image manipulation can enhance or distort the communication of a message, and reflect on the responsibilities of communicators in maintaining visual integrity.

NAME OF THE COURSE : Communication Laws (SJME12)

- 1. (a)** Write an analytical essay exploring the Indian Constitution from a communication perspective. Discuss the relevance of Articles 21 (Right to Life) and 32 (Right to Constitutional Remedies) in ensuring freedom of expression.

(OR)

(b) critically analyzes the concept of free speech in the digital age. Discuss concepts like censorship on social media, shadow banning, algorithmic downgrading, and the ongoing debate about whether social media platforms should be treated as publishers or platforms.

- 2. (a)** Choose at least two landmark cases related to media and freedom of expression in India. Analyze how these cases have shaped press freedom and media regulations. Evaluate the role of laws like the Press Council of India Act, Official Secrets Act, and Working Journalists Act in protecting or restricting journalistic freedom.

(OR)

(b) Write an essay discussing the importance of Intellectual Property Rights (IPR) in the context of digital media and online platforms. Address key concepts such as trademark, patents, and copyright, and their relevance in the age of innovation and discovery. Further, explore the current state of Internet governance, including issues like net neutrality, data privacy, and the role of international bodies like WIPO and the Electronic Frontier Foundation (EFF).

SEMESTER II

NAME OF THE COURSE : **Mediated Communication (SJMM21)**

1. **(a)** Write an analytical essay discussing the rise and fall of traditional mass communication and the subsequent fragmentation of audiences with the advent of new media. Explore key media effects theories such as the Power Effects Thesis, Propaganda Model, and the shift from passive to active audiences.

(OR)

- (b)** Evaluate the role of new media technologies in transforming communication practices and discuss how social media has impacted the uses and gratifications model of communication.

2. **(a)** Explore the concept of media ecology by examining Harold Innis' and Marshall McLuhan's contributions to the field. Analyze how media ecology shapes socialization, communication practices, and cultural production.

(OR)

- (b)** Discuss the role of communication systems and networks in the diffusion of information and ideas. Evaluate Castells' Network Society theory and Jenkins' Spreadable Media Theory in explaining how ideas, memes, and virality function in the digital world.

NAME OF THE COURSE : **In-Depth News Reporting(SJMM22)**

1. **(a)** Write an analytical essay on the techniques used in in-depth reporting, with a focus on covering social welfare schemes, civic issues, and sensitive topics such as conflict and trauma.

(OR)

- (b)** Explore the role of the media in portraying crime, crime prevention, and its impact on society. Discuss the influence of mass media on crime, the types of crime reporting, and the effects of sensationalism and moral panic.

2. **(a)** Analyze the basics of legal research for journalists and the provisions of the Indian Penal Code, Criminal Procedure Code, and law of evidence. Discuss the significance of evidence in reporting court cases and the challenges journalists face when covering complex legal issues.

(OR)

- (b)** Discuss the role of political reporting in covering elections, political campaigns, and policy-making. Explore the challenges of reporting paid news, opinion polls, and social media's role in shaping election outcomes

NAME OF THE COURSE : Media Production Technique (SJMM23)

- 1. (a)** Write an essay discussing the various genres of media production, including featured messages, theme-based messages, fictional, and non-fictional messages. Compare how each genre differs in terms of content, purpose, and target audience. Use examples from various media productions to support your analysis.

(OR)

- (b)** Discuss the pre-production process, understanding technical requirements, and the finalization of audio content for dissemination. Analyze how different tools affect the quality of audio production and the challenges faced in the production process.

- 2. (a)** Critically analyze the preparation involved in audio-visual production, focusing on the necessary tools and techniques. Discuss the stages from pre-production to editing and mastering, including the infrastructure required. Evaluate the challenges faced during production and how these can be overcome to ensure high-quality results.

(OR)

- (b)** Write an essay on the various types of animation and graphical production techniques. Explain how these techniques are applied in media production, from concept development to implementation.

NAME OF THE COURSE : Film Studies (SJME22)

- 1. (a)** Write an essay defining the concept of film and its various genres, including narrative fiction, documentary, anthology film, and avant-garde film. Discuss how these genres have shaped the development of cinema as an academic discipline. Explore the significance of these genres in storytelling and filmmaking.

(OR)

- (b)** Discuss key periods such as the silent era, the rise of studio systems, the parallel cinema movement in India, and how liberalization impacted Indian cinema.

- 2. (a)** Write a critical analysis comparing different film theories such as German Expressionism, Italian Neo-realism, French New Wave, Third Cinema, and Auteur Theory. Include Feminist Film Theory, Queer Theory, and Postmodernist Cinema, discussing their key characteristics and influence on filmmaking practices.

(OR)

- (b)** Write an essay on the concept of mise-en-scène and cinematography, and how they contribute to the storytelling process in films. Discuss editing, sound, and color as key storytelling elements, with reference to formalism and neoformalism. Include an analysis of these elements in the context of Indian or Tamil cinema.

SEMESTER III

NAME OF THE COURSE : Advertising and Public Relations (SJMM31)

1. **(a)** Discuss the influence of advertising on consumer behavior in contemporary markets. Analyze the psychological techniques used in persuasive advertising, including emotional appeals, celebrity endorsements, and subliminal messaging.

(OR)

(b) Examine the role of public relations in managing corporate crises. Provide examples of successful and unsuccessful PR strategies used during crises, and suggest improvements based on PR theories.

2. **(a)** Compare the effectiveness of traditional advertising mediums (TV, print, radio) with digital advertising (social media, influencer marketing, programmatic ads). Highlight the benefits and challenges of each.

(OR)

(b) Explore James Grunig's two-way symmetrical model of PR. Discuss how this model has influenced modern public relations practices and evaluate its effectiveness in fostering ethical communication between organizations and the public.

NAME OF THE COURSE : Critical Media Literacy (SJMM32)

1. **(a)** Critically analyze how media ownership structures affect the content and objectivity of news reporting. Include examples from conglomerate-owned media and independent outlets.

(OR)

(b) Examine the representation of marginalized groups (such as racial minorities, LGBTQ+ communities, or people with disabilities) in mainstream media. Analyze whether these representations challenge or reinforce stereotypes.

2. **(a)** Compare and contrast traditional media literacy with critical media literacy. Discuss how critical media literacy goes beyond understanding media texts to include awareness of power, ideology, and media manipulation.

(OR)

(b) Using Louis Althusser's concept of Ideological State Apparatuses (ISAs), analyze how media functions as a tool for ideological dissemination. Provide examples of how media influences societal values and beliefs.

NAME OF THE COURSE : New Media Studies (SJMM33)

1. **(a)** Analyze the impact of participatory culture on the creation and dissemination of media content in the digital age.
(OR)
(b) Discuss the implications of Web 3.0 technologies for data privacy and user autonomy. How is this shaping the future of new media?
2. **(a)** Examine how the convergence of media platforms has affected traditional media industries like journalism and television.
(OR)
(b) Explore the concept of digital activism. How has new media enabled social movements and influenced political discourse?

NAME OF THE COURSE : Audio Production (SJMM34)

1. **(a)** Discuss the importance of sound design in creating immersive audio experiences. How does it affect audience engagement?
(OR)
(b) Compare the processes of audio production for radio, podcasting, and film. What are the key differences in terms of tools and techniques?
2. **(a)** Analyze the role of audio mastering in the final production phase. Why is it critical for achieving professional sound quality?
(OR)
(b) Explore the ethical considerations in audio production, particularly in terms of copyright, fair use, and remix culture.

NAME OF THE COURSE : Digital Media Management (SJME31)

1. **(a)** Analyze the challenges of managing digital media platforms in the age of algorithm-driven content distribution.
(OR)
(b) Discuss the role of analytics and data in shaping content strategy for digital media platforms.
2. **(a)** Examine the impact of platform monopolies (such as Google, Facebook) on content creators and media diversity. What solutions exist to foster a more equitable digital landscape?
(OR)
(b) Explore the strategies for digital media monetization. Compare ad-based models with subscription-based services. What are the pros and cons of each?

**NAME OF THE COURSE : Audience Engagement and Media
Analytics (SJMS31)**

1. **(a)** Explain the nature and importance of audience engagement in digital media. How platform analytics tools and dashboards help measure and sustain audience engagement in Journalism? Use examples from social media platform..

(OR)

(b) Discuss how Twitter Analytics can be used to track audience sentiment for news stories. Illustrate with an example of how search analytics can help understand interests and intentions in news media.

2. **(a)** Define and explain the concept of sentiment analysis in journalism. How does it help in analyzing posts and comments, and what tools can be used for this purpose ? Provide examples.

(OR)

(b) Discuss the role of big data and natural language processing in news analytics. How do tools like Event Registry and Google Books in Gram assist in monitoring and analyzing news?

SEMESTER IV

NAME OF THE COURSE : **Development Communication (DJMM41)**

1. **(a)** Discuss the role of development communication in promoting sustainable development goals (SDGs) in rural areas. Provide examples of successful projects.
(OR)
(b) Analyze the impact of community radio as a tool for development communication. How does it facilitate local participation and empowerment?
2. **(a)** Examine the use of participatory communication strategies in development projects. How do these strategies contribute to the effectiveness of development programs?
(OR)
(b) Explore the challenges and opportunities of using digital media for development communication in low-resource settings.

NAME OF THE COURSE : **International Communication (DJMM42)**

1. **(a)** Analyze the impact of globalization on international media flows. How have media conglomerates influenced cultural exchange and representation?
(OR)
(b) Discuss the role of international news agencies in shaping global news narratives. What are the implications for media diversity and representation?
2. **(a)** Examine the challenges of cross-cultural communication in international media. How do media organizations address cultural differences in their reporting?
(OR)
3. **(b)** Explore the influence of international communication policies on global media operations. How do these policies affect media freedom and access to information?

**NAME OF THE COURSE : New Media Application and Management
(DJMM43)**

1. **(a)** Discuss the impact of emerging technologies (e.g., augmented reality, virtual reality) on new media applications. How are these technologies transforming user experiences?

(OR)

(b) Analyze the role of data analytics in managing new media platforms. How does data-driven decision-making enhance content strategy and audience engagement?

2. **(a)** Examine the ethical considerations of user data collection and privacy in new media management. What strategies can organizations employ to ensure ethical practices?

(OR)

(b) Explore the challenges and opportunities of managing digital media in a multi-platform environment. How can organizations effectively integrate content across various new media channels?

NAME OF THE COURSE : Media Management (DJMM44)

1. **(a)** Analyze the strategic role of media management in the evolving media landscape. How do media managers address challenges such as technological change and audience fragmentation?

(OR)

(b) Discuss the impact of digital disruption on traditional media management practices. What are the key adjustments media organizations need to make?

2. **(a)** Examine the role of financial management in media organizations. How do budget constraints and revenue models affect media content and operations?

(OR)

(b) Explore the strategies for crisis management in media organizations. How can media managers effectively respond to and mitigate reputational risks?

NAME OF THE COURSE : Science Communication (DJME45)

1. **(a)** Discuss the importance of effective science communication in addressing public health crises. Provide examples of successful science communication strategies.

(b) Analyze the challenges of communicating complex scientific concepts to a general audience. What techniques can be used to improve public understanding of science?
2. **(a)** Examine the role of social media in science communication. How does it influence the dissemination and reception of scientific information?

(b) Explore the ethical considerations in science communication, particularly in terms of misinformation and the responsibility of scientists and communicators.

NAME OF THE COURSE : Creative and Technical Writing (DJME46)

1. **(a)** Compare and contrast creative writing and technical writing in terms of purpose, style, and audience. How do these forms of writing serve different needs?

(b) Discuss the role of narrative techniques in creative writing. How can these techniques be applied to enhance engagement and storytelling?
2. **(a)** Analyze the importance of clarity and precision in technical writing. What strategies can be employed to ensure effective communication of complex information?

(b) Explore the impact of digital tools and platforms on creative and technical writing. How have these tools influenced writing practices and the publishing industry?