MANONMANIAM SUNDARNAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUNING EDUCATION

INTERNAL ASSIGNMENT FOR MAY 2025 EXAMINATIONS

Name of the Progamme   : **M.A., Journalism and Mass Communication**

IV SEMESTER

Course   : **COMMUNICATION RESEARCH (SJMM41)**

1. **(a) Define and explain Communication Research in detail. How does it differ from general research practices? Discuss the role and relevance of communication and media research in the digital age. Support your arguments with real-world media examples and evolving trends.**

Hints:
- Definition and features of communication research
- Differences between communication research and general social research
- Importance in journalism, PR, advertising, media planning
- Contemporary trends: audience analytics, AI, misinformation studies

1. **(b). Critically examine the different types of research relevant to the field of media and communication. How do applied, fundamental, qualitative, quantitative, and exploratory research methods serve different purposes in media studies? Illustrate your answer with appropriate examples.**

Hints:
- Definitions and objectives of each research type
- Uses in media: TRP analysis, content analysis, ethnographic studies, campaigns
- Differences in data handling and interpretation
- Case studies or industry examples to support points

2. **(a) Discuss the process of developing a research design for a communication-based study. How do you formulate a research problem, build a hypothesis, and choose an appropriate methodology? Explain the importance of a theoretical framework using a media-related topic of your choice.**

Hints:
- Steps: problem identification → hypothesis → method selection
- Research questions vs. hypothesis formulation
- Choosing between qualitative/quantitative/mixed methods
- Applying media theories (e.g., Agenda Setting, Cultivation, Framing)

2. (b) Describe the different types of data and data collection tools used in communication research. How are data analyzed, interpreted, and presented in media research? Discuss the ethical considerations involved. Use a hypothetical or real case study to illustrate your response.

Hints:

- Data types: primary vs. secondary
- Tools: survey, interview, observation, content analysis
- Data analysis methods: coding, statistical analysis, thematic analysis
- Presentation: charts, tables, narrative
- Ethics: informed consent, objectivity, data integrity

Course   : SCIENCE COMMUNICATION (SJME41)

1. (a) Explain the meaning and importance of science communication in India. Discuss how scientific institutions and personalities have contributed to the promotion of science and technology in the country.
Hints:
- Define science communication and its relevance
- Importance in a developing society
- Contributions of major Indian scientific institutions (ISRO, CSIR, etc.)
- Notable science communicators and their work

1. (b) What are the aims and objectives of covering science in the media? Analyze the different types of science-related stories and their sources. Evaluate the impact of science communication on the public.
Hints:
- Role of science in public understanding and policy
- Hard vs. soft science news
- Journalistic sources: research papers, interviews, press releases
- Case studies showing public impact

2. (a) Discuss the techniques involved in writing effective science stories for the media. How can editors, journalists, and communicators promote scientific temper through media narratives and public discourse?
Hints:
- Formats: editorial, feature, investigative story
- Elements of clear and engaging science writing
- Policy reporting and public engagement
- Examples of successful science media campaigns

2(b) Examine the role of government, NGOs, and media organizations in promoting science communication in India. How can science be made accessible to the public, and what strategies work best in science outreach and education?
Hints:
- Government initiatives (DST, Vigyan Prasar, NCSTC)
- NGO contributions to grassroots science education
- Role of television, radio, newspapers, and digital media
- Challenges in outreach and literacy

Course   **: DIGITAL MEDIA MANAGEMENT (SJMS41)**

1. (A) Critically examine the structure and evolution of the digital media ecosystem. Who are the major players and what are the emerging trends shaping the future of digital media globally and in India?
Hints:
- Overview of digital platforms (web, mobile, OTT, etc.)
- Role of tech giants, content creators, advertisers
- Revenue models: ads, freemium, subscriptions
- Trends: AI, personalization, decentralization

1. (B) Discuss how an effective content strategy is developed for digital platforms. Explain the importance of content planning, SEO, and optimization in enhancing visibility and engagement.
Hints:
- Steps in planning: audience, format, platform-specific approach
- Tools for content curation and calendar planning
- SEO basics: keywords, metadata, link-building
- Content lifecycle and measurement

2. (A) Analyze the role of analytics in managing digital media performance. How do metrics and KPIs help in measuring audience behavior and shaping strategy?
Hints:
- Introduction to tools (Google Analytics, Meta Insights, etc.)
- Key metrics: reach, impressions, engagement, bounce rate
- Real-time data in campaign decision-making
- Case examples of metric-driven success/failure

2. (B) Explain the strategies for distributing and monetizing digital content across multiple platforms. How do subscription models, digital advertising, and community building contribute to sustainable media growth?
Hints:
- Distribution via social media, OTT, websites, aggregators
- Building loyal audiences through community engagement
- Monetization models: ads, native content, paywalls
- Challenges in revenue diversification