

**ASSIGNMENT - 1, DEC - 2016.**

**M. A. (FINAL) SECOND YEAR DEGREE**

**JOURNALISM AND MASS COMMUNICATION**

**Paper - VI : RESEARCH METHODOLOGY**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1) How do you formulate research problem?
  - 2) Explain the significance of communication research.
  - 3) What are the features of good hypothesis?
  - 4) State the limitations of historical method.
  - 5) Enumerate the limitations of case study.
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**ASSIGNMENT - 2, DEC - 2016.**

**M. A. (FINAL) SECOND YEAR DEGREE**

**JOURNALISM AND MASS COMMUNICATION**

**Paper - VI : RESEARCH METHODOLOGY**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1) Describe the sampling techniques employed in communication research.
  - 2) Discuss different measures of central tendency.
  - 3) Elucidate the uses of correlation in communication research.
  - 4) Explain the tools used in the processing and analysis of data.
  - 5) How do you write research proposal for a given problem in communication research?
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**M. A. (FINAL) SECOND YEAR DEGREE**

**JOURNALISM AND MASS COMMUNICATION**

**Paper - VII : COMMUNICATION THEORY**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1) Describe the scope of communication.
  - 2) Discuss different kinds of communication.
  - 3) Critically analyse Roger and Shoemaker model of communication.
  - 4) Elucidate non-verbal models of communication.
  - 5) Enumerate sleeper effect on communication.
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**M. A. (FINAL) SECOND YEAR DEGREE**

**JOURNALISM AND MASS COMMUNICATION**

**Paper - VII : COMMUNICATION THEORY**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1) Examine Magic Bullet theory concerning market communication.
  - 2) Give an account of normative theories of communication.
  - 3) Bring out the features of development media.
  - 4) Explain the cultivation theory of communication.
  - 5) Trace out sociological theories of communication.
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**JOURNALISM AND MASS COMMUNICATION**

**Paper - VIII : DEVELOPMENT COMMUNICATION**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1) What are the key issues in development communication?
  - 2) State the impact of industrialization on development communication.
  - 3) Explain the merits and demerits of development communication.
  - 4) Give an account of different models of communication.
  - 5) Suggest measures to develop vocational education.
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**JOURNALISM AND MASS COMMUNICATION**

**Paper - VIII : DEVELOPMENT COMMUNICATION**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1) What are the issues in inequality?
- 2) Examine the multi-media approach to development issues.
- 3) Critically examine the national communication policy.
- 4) Make out criticism on western models of communication.
- 5) Explain the use of video for development communication.

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**JOURNALISM AND MASS COMMUNICATION**

**Paper - IX : INTERNATIONAL COMMUNICATION**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1) State the recommendations of Mac Bridge Commission.
  - 2) Bring out the role of UNESCO in international cooperation.
  - 3) Describe communication as an element of culture.
  - 4) Discuss the working of International Press Institute.
  - 5) State different forms of international communication.
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**ASSIGNMENT - 2, DEC - 2016.**

**M. A. (FINAL) SECOND YEAR DEGREE**

**JOURNALISM AND MASS COMMUNICATION**

**Paper - IX : INTERNATIONAL COMMUNICATION**

**Maximum : 30 MARKS**

**All questions carry equal marks**

- 1)** Discuss freedom to information as an international problem.
  - 2)** Elucidate world patterns of elite media.
  - 3)** What are the politics of world communication.
  - 4)** Explain the resistance to international propaganda.
  - 5)** State the features of new communication technology.
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