

**(DJ21)**

**ASSIGNMENT-1  
M.A DEGREE EXAMINATION, DEC. - 2017**

**(Second Year)**

**JOURNALISM AND MASS COMMUNICATION**

**Research Methodology**

**MAXIMUM MARKS:30**

**Answer ALL Questions**

- Q1)* Explain the characteristics of scientific research.
- Q2)* How do you identify a research problem?
- Q3)* What is a good hypothesis? Give examples.
- Q4)* What are the benefits of survey research?
- Q5)* Discuss merits and demerits of content analysis.

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**ASSIGNMENT-2  
M.A DEGREE EXAMINATION, DEC. - 2017**

**(Second Year)**

**JOURNALISM AND MASS COMMUNICATION**

**Research Methodology**

**MAXIMUM MARKS:30**

**Answer ALL Questions**

- Q1)* What is participant observation method? When do you use it?
- Q2)* Explain the use of correlation and chi-square test?
- Q3)* How do you write a research report?
- Q4)* Outline the importance of experimental research.
- Q5)* Discuss the precautions you take in survey research for data collection.



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**ASSIGNMENT-1**  
**M.A. DEGREE EXAMINATION, DEC. - 2017**  
**(Second Year)**  
**JOURNALISM AND MASS COMMUNICATION**  
**Communication Theory**  
**MAXIMUM MARKS:30**  
**Answer ALL Questions**

- Q1)* Explain the functions of mass communication.
- Q2)* Examine Osgood and Schramm model.
- Q3)* Elaborate the merits and demerits of katz and lazarsfeld model.
- Q4)* Enunciate the differences between verbal and non-verbal communication.
- Q5)* What are the features of communist media theory?

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**ASSIGNMENT-2**  
**M.A. DEGREE EXAMINATION, DEC. - 2017**  
**(Second Year)**  
**JOURNALISM AND MASS COMMUNICATION**  
**Communication Theory**  
**MAXIMUM MARKS:30**  
**Answer ALL Questions**

- Q1)* How do you understand media hegemony.
- Q2)* What do you mean by Festinger's cognitive dissonance theory?
- Q3)* Can media set an agenda in political discourse.
- Q4)* How is spiral of silence useful in political communication?
- Q5)* To what extent uses and gratification theory applicable to society?



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**ASSIGNMENT-1**  
**M.A DEGREE EXAMINATION, DEC. - 2017**  
**(Second Year)**  
**JOURNALISM AND MASS COMMUNICATION**  
**Development Communication**  
**MAXIMUM MARKS:30**  
**Answer ALL Questions**

- Q1)* Make a note on development journalism in India.
- Q2)* Discuss the nexus between urbanization and westernization.
- Q3)* Define development communication and discuss its scope and nature.
- Q4)* Discuss various models of development.
- Q5)* Make a note on development in the third world.

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**ASSIGNMENT-2**  
**M.A DEGREE EXAMINATION, DEC. - 2017**  
**(Second Year)**  
**JOURNALISM AND MASS COMMUNICATION**  
**Development Communication**

**MAXIMUM MARKS:30**  
**Answer ALL Questions**

- Q1)* What are the major obstacles for development?
- Q2)* Identify areas of development.
- Q3)* Discuss about pollution and green house effect.
- Q4)* Examine the use of radio for development.
- Q5)* Narrate any two of the case studies in development communication with reference to India.



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**ASSIGNMENT-1**  
**M.A DEGREE EXAMINATION, DEC. - 2017**  
**(Second Year)**  
**JOURNALISM AND MASS COMMUNICATION**  
**International Communication**

**MAXIMUM MARKS:30**  
**Answer ALL Questions**

- Q1)* Explain the nature of international communication.
- Q2)* What do you mean by imbalances in news flow?
- Q3)* High light world patterns of elite media.
- Q4)* What are the recommendations of Mac Bride commission report?
- Q5)* Explain the role of UNESCO.

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**ASSIGNMENT-2  
M.A DEGREE EXAMINATION, DEC. - 2017**

**(Second Year)**

**JOURNALISM AND MASS COMMUNICATION**

**International Communication**

**MAXIMUM MARKS:30**

**Answer ALL Questions**

- Q1)* Discuss the role of mass media in civil society.
- Q2)* What are the changes we find in third world media?
- Q3)* Narrate the history of media globalization.
- Q4)* What are the barriers of intercultural communication
- Q5)* Identify the issues in intercultural communication research.

