

**M.PHIL JMC**

**MAY 2006 Paper I - RESEARCH METHODS IN COMMUNICATION**

**Time: Three hours**

**Maximum: 100 marks**

**Answer any FIVE questions. (5\*20=100).**

1. Mention the research methods and process of research.
2. Selection of a research problem involves more attention and steps. Explain.
3. Explain the relationship between the market research and advertising.
4. Write about the sampling techniques used in mass communication research.
5. Write an essay on the experimental research in communication.
6. How far participatory approach is useful in community media research?
7. Mention the uses of Marxist Perspective in mass communication research.
8. Explain the methods of making the main body of the report and the footnotes.
9. Write about the style of research report writing.
10. Write an essay on media research in India. .

**MAY 2006 Paper II - MODERN TRENDS IN JOURNALISM**

**Time: Three hours Maximum: 100 marks**

**Answer any FIVE questions. (5\*20=100)**

1. Write about the structure of the modern newsrooms and news management.
2. State the fact that the credibility and objectivity of journals would enhance its development.
3. Write an essay on multiperspective news and its impact on audience.
4. Describe the editorial techniques followed in preparing a television news programme.
5. Describe the journalistic ethics followed in Radio Broadcasts.
6. Explain the importance of news reporting in publishing a newspaper.
7. Evaluate the development of Indian communication after the entry of satellite and computer.
8. Describe the Autonomy controversy of Indian Press.
9. Media play an important role in protecting and retaining the culture of the society - Discuss.
10. Explain the modern communication Technologies: of Indian Journalism.

**MAY 2006 Paper III - ADVANCED COMMUNICATION THEORIES**

**Time: Three hours Maximum: 100 marks**

**Answer any FIVE questions. (5\*20=100)**

1. Discuss the various models of communication that you have known.
2. Media and society are inseparable - Discuss.
3. Examine the impacts of globalization of culture in media.
4. Explain the Normative Theories of Media.
5. Write an essay on media genres and formats.
6. Write about the basis of media structure.
7. Write about the influence and effects of media on public.
8. Communication goals of media get internal diversity according to owners, clients and suppliers of media - How?
9. Decision-making is one of important the organizational activity of the media - Prove.
10. Religious, gender and environmental biases are the dominant Paradigm of Development in the News of Media - Narrate.