

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, Aug-Sept 2022

Programme: MAJMC
Semester: II
Course Title: Media and Society
Course Code: SHSS DJMC 010215 C 3104

Session: 2022
Max. Time: 3 Hours
Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries three and a half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

QuestionNo.1. (4X3.5=14)

- a) What is Cognitive Dissonance?
- b) Nationalism
- c) Digital Divide
- d) Mass society
- e) What is Social Deviance?
- f) What is Lifestyle?
- g) Twitter

QuestionNo.2.

(2X7=14)

- a) Explain the Gramsci (Hegemony) concept. Do you find any relevance of this concept today?
- b) Explain the pop culture concept. Why media promote pop culture?
- c) Explain the media structure. How it influences the society?

QuestionNo.3.

(2X7=14)

- a) Which types of women representation do you find in media? Explain with suitable example.
- b) What is Cultural development? Explain its trends.
- c) How do you assess the role of media to promote the National harmony in society? Explain.

Question No.4

(2X7=14)

- a) Explain the generation of sub culture concept with suitable example.
- b) How media plays an important role in nationalism? Explain.
- c) What is Indian social structure? Which types of change it requires?
- d)

Questions No.5

(2X7=14)

- a) Do you feel media require morality today? Explain with suitable example.
- b) How digital divide effect Indian society? Explain it.
- c) What is Sanskritisation? How it is helpful in Social growth?

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, August-September 2022

Programme: M.A. JMC
Semester: II
Course Title: Contemporary Issues and Mass
Media

Session: 2022
Max. Time: 3 Hours

Course Code: SHSS DJMC 010213 C 3104

Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries three and a half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

QuestionNo.1.

(4X3.5=14)

- a) What is Climate Change?
- b) What is Sustainable Development?
- c) Explain Forest rights.
- d) Explain Police reforms.
- e) What is ULFA?
- f) What is Prenatal Diagnostic Technique?
- g) Explain Domestic violence.

QuestionNo.2.

(2X7=14)

- a) Explain the Coastal regulatory Zone Act. Why it is necessary?
- b) Explain two movements related to environment protection?
- c) How UDHR is helpful for human growth? Explain with suitable example.

QuestionNo.3.

(2X7=14)

- a) How CEDAW is helpful for women? Explain with suitable example.
- b) What is Right to Education Act 2009? Explain with suitable example.
- c) What is the POSCO Act? How it is helpful for child?

Question No.4

(2X7=14)

- a) Why corruption is big challenge for politics? Explain with suitable example.
- b) What is the Whistle-Blowers Act 2011? Explain with suitable example.
- c) What is Naxalism? How it affects the socio-economic development of the society? Explain.

Questions No.5

(2X7=14)

- a) What is food security ACT 2013? Explain it.
- b) Explain five Agrarian issues in India? How can we remove it?
- c) What is SEZ? How it is helpful for economic growth?

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, August-September 2022

Programme: MAJMC Previous
Semester: II
Course Title: Cross Cultural Communication

Session: 2022
Max. Time: 3 Hours

Course Code: SHSS DJMC 010214 C 2204

Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries three and a half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

QuestionNo.1.

(4X3.5=14)

- a) Explain subcultures in Indian Culture.
- b) How language is important part of culture? Discuss.
- c) How communication is important for intercultural exchange of values? Explain.
- d) Explain High Context Culture.
- e) What is Melting Pot?
- f) How colonization of countries impacted native culture?
- g) How folk media helps to preserve culture? Discuss.

Question No.2.

(2X7=14)

- a) What is Global Culture? Explain its features.
- b) How inter-region migration helps in exchange of culture? Explain with suitable examples.
- c) Social Media has expediated the process of cultural exchange globally? Comment.

Question No. 3.

(2X7=14)

- a) How religious practices change with change in culture over the time? Explain with example.
- b) Discuss the difference between Colonialism and imperialism.
- c) How do you assess the role of media to promote the National harmony in Society? Explain.

Question No.4

(2X7=14)

- a) What is the role of capitalism in cultural exchange? Give suitable examples.
- b) How culture connects people of a nation? Explain some Indian examples.
- c) Discuss soft powers of India which are assimilated by different countries in their culture.
- d)

Questions No.5

(2X7=14)

- a) Explain the challenges before Indian Culture.
- b) What is cultural shock? Discuss its different stages.
- c) How inter regional migration works towards making a city melting pot of culture? Discuss with examples.

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, August-September 2022

Programme: MAJMC
Semester: II
Course Title: Communication for Development
Course Code: SHSS DJMC 010210 C 320

Session: 2022
Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries three and a half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

Question No.1.

(4X3.5=14)

- a) What is under development syndrome?
- b) What is E-Governance?
- c) Explain Empathy concept.
- d) Explain minimal effect hypothesis.
- e) What is media advocacy?
- f) What is digital divide?
- g) Explain health communication

QuestionNo.2.

(2X7=14)

- a) Explain the seven indicators of development Communication with example.
- b) What is the critical perspective of development communication?
- c) How five-year planning is helpful for development communication?

Question No. 3.

(2X7=14)

- a) How national campaign is helpful for development communication?
- b) What is UNDP? Explain its features.
- c) What is social marketing? How social marketing plays an important role in development?
Explain.

Question No.4

(2X7=14)

- a) Why Community radio is necessary in development communication? Explain.
- b) Define Participatory democracy and also explain its importance in development.
- c) How RTI Act is helpful for development communication? Explain with suitable example.
- d)

Questions No.5

(2X7=14)

- a) How skill based education is helpful for development communication? Explain.
- b) Explain different extension services that are helpful for development communication.
- c) How media plays an important role in development communication?

CENTRAL UNIVERSITY OF HARYANA

Term End Semester Examinations August-September 2022

Programme: M.A. JMC

Session: 2021-22

Semester: Second

Max. Time: 3 Hours

Course Title: Documentary Film Theory

Max. Marks: 70

Course Code: SHSS DJMC – 010208 C 3205

Instructions:

1. Question no. 1 has seven parts and students need to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student need to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Define documentary
- b) What was the film movement?
- c) What is Realism in the film?
- d) Explain small screen
- e) What is Copyright?
- f) Explain Propaganda
- g) Anand Patwardhan

Q 2. (2X7=14)

- a) How did the Documentary film movement evolve in India?
- b) Discuss documentary film movement in the world.
- c) Discuss the important personalities in documentary filmmaking in India.

Q3. (2X7=14)

- a) What are the different types of film theory?
- b) Elaborate on the concept of non-fiction.
- c) What is Film semiotic? Discuss the functioning of semiotics in film.

Q 4. (2X7=14)

- a) What are intellectual rights issues?
- b) How did documentaries contribute to the social development of Indian Society?
- c) How are documentaries used in Propaganda and Campaign? Is it still relevant today in the times of new media?

Q 5. (2X7=14)

- a) Discuss the difference between Diegetic and Non-diegetic.
- b) What is the Importance of sound in documentary production?
- c) Discuss three stages Pre-production, Production and post-production.

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, August-September 2022

Programme: M.A. JMC
Semester: II
Course Title: Communication Research

Session: 2022
Max. Time: 3 Hours

Course Code: SHSS DJMC 010209 C 3205

Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries three and a half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

QuestionNo.1.

(4X3.5=14)

- a) What is research?
- b) What is hypothesis?
- c) Explain non random sampling.
- d) Explain ethnography.
- e) What is bibliography?
- f) What is Validity?
- g) Explain APA style of referencing.

QuestionNo.2.

(2X7=14)

- a) What is the difference between random and non-random sampling?
- b) Why is literature review important for a good research?
- c) Explain questionnaire and its types?

Question No.3.

(2X7=14)

- a) What is descriptive research?
- b) What are different types of sample designs?
- c) What are different methods of data collection?

Question No.4

(2X7=14)

- a) Discuss the need for sampling in a research.
- b) What is the procedure for hypothesis testing?
- c) Describe Chi-square test.

Questions No.5

(2X7=14)

- a) What is the difference between questionnaire and schedule?
- b) What are the principles of research ethics? Why are ethics important in research?
- c) What is textual and intertextual reading?

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, August-September 2022

Programme: M.A.JMC

Session: 2022

Semester: II

Max. Time: 3 Hours

Course Code: SHSS DJMC 010211 C 3115

Max. Marks: 50

Course Title: Digital Media

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries two and a half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Five marks.

QuestionNo.1.

(4X2.5=10)

- a) What is new media?
- b) What is media convergence?
- c) Explain Search engine optimization.
- d) Describe hyper-textuality.
- e) What is E-governance?
- f) What is Podcasting?
- g) Explain wearable technologies.

QuestionNo.2.

(2X5=10)

- a) Discuss the various characteristics of New Media.
- b) What is Digital Divide? Discuss with suitable examples.
- c) Discuss the benefits of Digital India Campaign.

QuestionNo.3.

(2X5=10)

- a) What are social networking sites. How they can help in disseminating information?
- b) Discuss the ill effects of internet addiction with suitable examples.
- c) What is mobile journalism? Discuss the concept of citizen journalist.

Question No.4

(2X5=10)

- a) What is Technological determinism? How its drives change in society?
- b) Discuss any three popular social media campaigns. Why do they became popular?
- c) How social media has strengthened democracy? Discuss with suitable examples.
- d)

Questions No.5

(2X5=10)

- a) What are different types of cybercrimes? Give suitable examples.
- b) What is Cyber Journalism? Discuss.
- c) What is SEO and SMO? How SMO is important for promotion of a brand?

