

(VCM40112)

M.Sc. DEGREE EXAMINATION, APRIL 2018.

Fourth Semester

Visual Communication

Paper — I : DEVELOPMENT COMMUNICATION

(Regulation - 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

(5 × 14 = 70)

1. (a) List the key concepts of development.

Or

(b) Discuss the concept of self-reliance.

2. (a) Define development communication and explain its goals.

Or

(b) Explain Daniel Lenner model of development communication.

3. (a) Discuss about use of folk forms for social change.

Or

(b) Explain the role of a communicator in the process of social change.

4. (a) Discuss about historical perspective of social advertising.

Or

(b) Explain the role of traditional media in development.

5. (a) Discuss the status of social advertising in India.

Or

(b) Explain the problems of media while using for development.

(VCM40212)

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Paper – II: MEDIA LAWS AND ETHICS

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

(5 × 14 = 70)

1. (a) Explain about constitution of India.
Or
(b) Write about Indian legal system.
2. (a) Discuss about contempt of court with examples.
Or
(b) Explain about defamation and label.
3. (a) Write about Indian cinematography Act.
Or
(b) Explain about cable TV network registration Act.

4. (a) Explain about code of conduct of media.

Or

- (b) Write about social responsibility of the media persons.

5. (a) What is the concept of redefining of objectivity?

Or

- (b) Write about use of language in present day media.

(VCM40312)

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Paper III — COMMUNICATION RESEARCH METHODS

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

(5 × 14 = 70)

All questions carry equal marks.

1. (a) "Communication is a field of research".
Comment.
- Or
- (b) How does scientific method of research
fruitful?
2. (a) What are the techniques of quantitative
methods?

Or

- (b) Explain about protocols in quantitative
research.

3. (a) Discuss about the process of research design.

Or

- (b) Explain about sampling design and its
techniques.

4. (a) Discuss about the importance of statistics in
social research.

Or

- (b) Explain the process of report writing.

5. (a) Explain about use of graphics in data
presentation.

Or

- (b) Discuss about writing a research proposal.