

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – ELECTRONIC MEDIA

COMMUNICATION THEORIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The word 'Communication' is derived from
 - (i) Latin
 - (ii) German
 - (iii) French
 - (iv) Arabic
- 2 Meditation is an example of
 - (i) Inter personal communication
 - (ii) Intra personal communication
 - (iii) Group communication
 - (iv) Mass communication
- 3 Communication requires a
 - (i) Sender
 - (ii) Message
 - (iii) Receiver
 - (iv) All the above
- 4 Who introduced the concept 'Noise'?
 - (i) Aristotle
 - (ii) Claude-Shannon
 - (iii) Wilbur Schramm
 - (iv) Gerbner
- 5 Haptics is the study of
 - (i) Language
 - (ii) Writing
 - (iii) Touch
 - (iv) Expressions

SECTION - B (15 Marks)

Answer ALL Questions

ALL questions carry EQUAL marks

(5 x 3 = 15)

- 6 a State the elements of Communication.
OR
b Explain the Functions of Communication.
- 7 a Demonstrate SMCR model.
OR
b Explain Defleur Model.
- 8 a Discuss the advantages of Multi step flow.
OR
b Explain Spiral of silence.
- 9 a Discuss Knowledge Gap Hypothesis.
OR
b Explain Diffusion of innovation theory.
- 10 a List out the benefits of participatory communication.
OR
b Narrate the role of communication in social emancipation .

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Classify Communication with examples.
OR
b Explain the barriers in communication.
- 12 a What is a communication model? Explain its functions.
OR
b Explain Lass Well's model.
- 13 a Explain social Learning theory.
OR
b State the importance of uses and gratification theory.
- 14 a Describe Normative theories of Press.
OR
b Elucidate Marxist media theory.
- 15 a Explain the role of ICT in rural development.
OR
b Discuss on any ICT project in India.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – ELECTRONIC MEDIA
MEDIA LAWS AND ETHICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Right against exploitation is a
 - (i) Protection given to women in India
 - (ii) Guarantee to citizenship in India
 - (iii) Fundamental right to Indian Citizens
 - (iv) Protection against domestic violence
- 2 Oral or spoken defamation against a person is known as
 - (i) Parody
 - (ii) Libel
 - (iii) Slander
 - (iv) Misinformation
- 3 Media trial which might detriment a fair trial, comes under
 - (i) Contempt of Court
 - (ii) Press freedom
 - (iii) Principles of Journalism
 - (iv) Journalist norms
- 4 TRIPs offers protection of
 - (i) Intellectual property
 - (ii) Privacy
 - (iii) Acquittal
 - (iv) Prima facie
- 5 RTI was formed in
 - (i) 2004
 - (ii) 2000
 - (iii) 2000
 - (iv) 2005

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss fundamental rights.
OR
b What are the provisions for amending the constitution in India?
- 7 a What is contempt of court?
OR
b Define defamation.
- 8 a Mention any three salient features of the working journalists act.
OR
b State any three functions of the Press council of India.
- 9 a What are the top five cyber crimes in India?
OR
b Explain Copyright infringement.

Cont...

- 10 a Discuss on RTI Act 2005.
OR
b Write a note on Press Freedom Index.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Why do we need a constitution? Give suitable reasons to justify your answer?
OR
b Explain the provisions for declaring emergency in India.
- 12 a Write a note on the freedom of press in the Indian Constitution.
OR
b Do you think that press needs reasonable restriction? Justify your answer.
- 13 a Discuss the ethical issues related to television debates.
OR
b Is undercover journalism ethical? Justify your answer with suitable example.
- 14 a Why was section 66A of the IT act 2000 struck down?
OR
b Write a note on media advocacy on LGBTQ rights.
- 15 a Is media trail contempt of court? Justify your answer with suitable examples.
OR
b Can cyber law s help in preventing spread of fake news in India? Justify your answer.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – ELECTRONIC MEDIA

REPORTING, WRITING & EDITING FOR BROADCAST MEDIA

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Accountability in Journalism refers to
 - (i) Fact Checking
 - (ii) Accepting blame
 - (iii) Accepting Criticism
 - (iv) Advocacy
- 2 Objectivity in news help audience to
 - (i) Empathise with victims
 - (ii) understand journalism
 - (iii) make wise decisions
 - (iv) interpret in their own mind about a story when provided the facts
- 3 News value helps in
 - (i) Writing bylines
 - (ii) Allocating beats
 - (iii) Increased viewership
 - (iv) Selection and presentation of events to the public
- 4 Identify the correct statement.
 - (i) News should also carry opinions of journalists
 - (ii) News should not carry opinions of journalists
 - (iii) News should be accompanied by opinion of senior journalists
 - (iv) Factual news should be accompanied by expert interview
- 5 While reporting victims of crime or accidents Journalists sometimes create misleading impressions to readers, because
 - (i) To get justice for the victim
 - (ii) To get more viewership
 - (iii) They speculate in the absence of knowledge of facts
 - (iv) victims exaggerate the story to the journalists

SECTION - B (15 Marks)

Answer ALL Questions

ALL questions carry EQUAL marks (5 x 3 = 15)

- 6 a State the qualities of a news reporter.
OR
b What are primary sources of news in journalism?
- 7 a Explain the hour glass structure in news.
OR
b Classify the different types of lead.
- 8 a What are the 5 Cs of copy editing.
OR
b Mention any five proof reading strategies.
- 9 a Mention the salient features of P2C.
OR
b Explain the use of news ticker.

Cont...

- 10 a Differentiate news and a feature.
OR
b. Discuss the ethical issues related to television debates.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 6 = 30)

- 11 a Enumerate the rights and privileges of a journalist in India.
OR
b Analyse the factors that create newsworthy journalism.
- 12 a What makes a good news lead? Discuss with examples.
OR
b Examine the issue of privacy in the context of media ethics.
- 13 a Evaluate the objectives of news editing.
OR
b Explain the role of a newspaper editor.
- 14 a Analyse the elements of a good editorial.
OR
b Explain how journalists can use social media as a tool for reporting.
- 15 a Justify why ethical reporting is important.
OR
b Discuss the guidelines for writing programs for children.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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MSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – ELECTRONIC MEDIA

AUDIO PRODCUTION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Microphone which picks up the sound from both sides is _____
(i) Bi directional (ii) Omni directional
(iii) Shot gun (iv) Lapel
2. Vu meter in the audio console depicts the _____ level.
(i) Pitch (ii) Volume
(iii) Frequency (iv) Signal
3. _____ should not be too low for the audio signal to be reconstructed to the original one in a digital recording system.
(i) Phase (ii) Amplitude
(iii) Frequency (iv) Sample rate
4. _____ type of loudspeaker is used to achieve the high power output of more than 25 watts.
(i) Horn (ii) Electrodynamic
(iii) Cone (iv) Carbon
5. As sound requires a medium, it cannot travel through which of the following?
(i) Glass (ii) Air
(iii) Vacuum (iv) Water

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Evaluate the list of equipment's required for a basic studio setup.
OR
b Illustrate and distinguish the different type of cables and connectors involved in audio studio.
- 7 a Determine on the term "Audio sweetening".
OR
b Evaluate the usage of Studio talkback system in audio studio.
- 8 a Classify the role of a Foley artist.
OR
b State commonly used Audio recording software in the industry.

Cont...

- 9 a Discuss the term - Wired and Wireless in audio.
OR
b Elucidate the process of ADR / Dubbing in audio production.
- 10 a Analyze the term "Pilot Track".
OR
b Elucidate the process involved in radio audience measurement.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss on the structure and layout of an audio studio with signal flow.
OR
b Explain the different types of microphones used in Audio studio.
- 12 a Elucidate the importance of DAW with its usage in terms of recording, editing and producing audio files.
OR
b Explicate the usage of VST processors in audio post production.
- 13 a Analyze in detail about the different audio file formats used in audio production.
OR
b Categorize and brief on the following term in audio production:
i) Limiter ii) Expander iii) Gate
- 14 a Interpret the importance of creating a radio programme in bringing a change on society.
OR
b Categorize the type of radio audience and depict the importance of understanding it while creating radio talks.
- 15 a Classify the Ethics and Principle to be followed and kept in mind while creating a radio programme for community radio.
OR
b Evaluate on the advantages of using Artificial intelligence in audio production.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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MSc DEGREE EXAMINATION DECEMBER 2022
(Second Semester)

Branch – ELECTRONIC MEDIA

DISCIPLINE SPECIFIC ELECTIVE – I : DIGITAL FILM MAKING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which part of the story that develops the conflict.
(i) Falling Action (ii) Rising Action
(iii) Inciting Incident (iv) Exposition
- 2 Where did parallel cinema originated?
(i) Bengal (ii) Kerala
(iii) Maharashtra (iv) Bihar
- 3 The horizontal movement of camera is called as
(i) Panning (ii) Tilt
(iii) Zooming (iv) Dollying
- 4 What is Telecine?
(i) Transfer of movie to video (ii) Transfer of video to movie
(iii) Transfer of video to hard disc (iv) Transfer of video to CD
- 5 Which among the below set of colors are generally known as the primary colors of light?
(i) White, Yellow, Blue (ii) Red, Green, Blue
(iii) Red, Green, Black (iv) White, Green, Blue

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Discuss plot and subplot with examples.
OR
b Explain the basic elements of story.
- 7 a Explain the documentary and its types.
OR
b Discuss in detail about camera obscura and its role in photography.
- 8 a Explain in detail about the various camera movements.
OR
b Analyze the importance of storyboarding in the pre-production of a film.
- 9 a Discuss about video format and its types.
OR
b Explain the importance of color correction in digital cinema.
- 10 a Explain the importance of color grading in digital cinema.
OR
b Discuss in detail about Hue, Saturation and color balance.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Elucidate the relationship between problems and conflicts in story development.

OR

b Analyze the role of characterization in story development.

12 a Evaluate the role of new film makers in digital cinema using internet.

OR

b Differentiate and explain world cinema and parallel cinema with examples.

13 a Elucidate the 5 C's of cinematography.

OR

b Classify and explain the various activities in pre-production of a film.

14 a Elucidate the process of digital sound recording formats.

OR

b Analyze the role of editing in film making.

15 a Assess the psychological impact of color theory on audience.

OR

b Interpret the use of histogram, Chroma, Luma and highlights in digital cinema.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(Second Semester)

Branch – ELECTRONIC MEDIA

TELEVISION AND VIDEO PRODUCTION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. What does PCR stand for?
(i) Program Camera Room (ii) Production Control Room
(iii) Program Creative Room (iv) Production Crew Room
2. Identify the name of the graph that provides greater data about the color properties of a video image.
(i) Waveform (ii) Vectorscope
(iii) Histogram (iv) Longform
3. How is encompassing two people in the same shot known as?
(i) Three Shot (ii) Tracking Shot
(iii) Sequence Shot (iv) Two Shot
4. How are video or audio effects created mechanically using props or optically using the camera called as?
(i) Special Effects (ii) Lensing
(iii) Motion effects (iv) Visual Effects
5. Name the term which refers to film fundraising via specialized websites and social media.
(i) Film Commission (ii) Run and Gun Filming
(iii) Crowdsourcing (iv) Whodunnit

SECTION - B (15 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 3 = 15)

- 6 a. Explain the workflow of television production.
OR
b. Illustrate the layout of a television studio.
- 7 a. Apply the function of chroma key in video production.
OR
b. Evaluate the features of a video switcher.
- 8 a. State the difference between linear and non-linear editing.
OR
b. Determine the elements of visual grammar in video production.

Cont...

- 9 a Analyze the prominence of graphics in television production.
OR
b Discuss the process of designing graphics in video production.
- 10 a Explain the role of makeup and costume in television production.
OR
b State the significance of costing and budgeting in video production.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Elucidate the structure and functioning of a television production studio.
OR
b Differentiate single camera process from multi camera process.
- 12 a Categorize the types of video cameras used in television production.
OR
b Classify the types of microphones used for audio recording.
- 13 a Enumerate the principles of editing with examples.
OR
b Classify the types of camera shots and detail their usage.
- 14 a Appraise the types of graphics used in television production.
OR
b Formulate the equipment used for graphics in video production.
- 15 a Analyze the significance of set planning and design in video production.
OR
b Assess the workflow of outdoor shooting from conceptualization to execution.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – ELECTRONIC MEDIA

FILM STUDIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 How is the study of sign processes and meaning making known as?
(i) Semantics (ii) Semiotics
(iii) Pragmatics (iv) Hermeneutics
- 2 Indicate the director of *Sholay* (1975).
(i) Yash Chopra (ii) Ramesh Sippy
(iii) Raj Kapoor (iv) Bimal Roy
- 3 Identify the shot where the subject's face occupies most of the frame.
(i) Medium (ii) Aerial
(iii) Long (iv) Close Up
- 4 Which country hosts the BAFTA awards?
(i) United Kingdom (ii) United States
(iii) France (iv) India
- 5 In which language was Francois Truffaut's *400 Blows* made?
(i) Italian (ii) German
(iii) French (iv) English

SECTION - B (15 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the role of films in depicting culture.
OR
b Analyze the principle of formalism film theory.
- 7 a State the application of post modernism theory in films.
OR
b Evaluate acting as an important element of film form.
- 8 a Sketch the importance of composition in cinematography.
OR
b Determine the significance of visualization in filmmaking.
- 9 a Analyze the role of censorship certification.
OR
b Discuss the deep focus cinematography technique employed in *Citizen Kane*.

Cont...

- 10 a State the role of French new wave in film history.
OR
b Explain the filmmaking style of a filmmaker you admire the most.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Appraise the nature of film as an art form.
OR
b Evaluate the elements of film language in learning film studies.
- 12 a Interpret the impressionism and expressionism school of thoughts.
OR
b Analyze the key issues pertaining to Indian cinema citing examples.
- 13 a Classify the types of film editing with examples.
OR
b Construct the importance of sound in cinema with examples.
- 14 a Justify the need for film festivals citing reference from any two prominent film festivals.
OR
b Enumerate the contribution of Alfred Hitchcock citing his prominent works.
- 15 a Analyze the characteristics of Italian Neorealism with reference to Vittorio De Sica's *Bicycle Thieves*.
OR
b Assess the film craft of Satyajit Ray with reference to [®]*Pather Panchali*.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – ELECTRONIC MEDIA

RESEARCH METHODS IN COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Sometimes a comprehensive review of the literature prior to data collection is not recommended by:
 - (i) Ethnomethodology
 - (ii) Grounded theory
 - (iii) Symbolic Interactionism
 - (iv) Feminist theory
- 2 Research hypotheses are:
 - (i) Formulated prior to a review of the literature
 - (ii) Statements of predicted relationships between variables
 - (iii) (ii) but not (i)
 - (iv) Both (i) and (ii)
- 3 A common test in research demands much priority on
 - (i) Reliability
 - (ii) Useability
 - (iii) Objectivity
 - (iv) All of the above
- 4 Research related to abstract ideas or concept is
 - (i) Empirical research
 - (ii) Conceptual research
 - (iii) Quantitative research
 - (iv) Qualitative research
- 5 A research paper is a brief report of research work based on
 - (i) Primary Data only
 - (ii) Secondary Data only
 - (iii) Both Primary and Secondary Data
 - (iv) None of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain research and its origin in the world.
OR
b Differentiate Concepts and variables.
- 7 a Explain the types of sampling techniques used in research.
OR
b State the use and purpose of Quota sampling.
- 8 a Explain the need for longitudinal research.
OR
b "Semiotics is an excellent tool to analyze visual research"- Discuss.
- 9 a Differentiate qualitative and quantitative research.
OR
b Explain the benefits of mixed-method approach in communication research.
- 10 a List out the ethics to be followed while conducting in-depth interview for research.
OR
b Discuss on the structure of academic journal article writing.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a "Communication research have more scope in this digital era" – Elucidate.
OR
b Review of literature is very much important in any research. Why? Elucidate.
- 12 a Elaborate the types of hypothesis with an example.
OR
b Describe the steps involved in research process.
- 13 a Discuss the importance of reliability and validity of data in research.
OR
b Discuss the uses of different scales in the survey method.
- 14 a Explain in detail the types of data collection and the sources of data collection in research.
OR
b What is a case study research? When do we do case study research? Explain.
- 15 a Explain the importance of coding, themes and categorization in qualitative research with an example.
OR
b Discuss the use of Chi-Square and ANOVA tests in research.

Z-Z-Z

END