



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: III
	NOV-2025

Sr. No.	Subject	Available
1.	231P28V303 – Content Creation for Media Production	
2.	231P28C301 – Media Criticism (A), (B)	
3.	231P28C302 – International Communication	
4.	231P28V301 – Indian Philosophy & Media	
5.	231P28C303 – Media & Democracy	
6.		
7.		
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15.		

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October/November 2025

Examination: End Semester Examination (PG Programmes)

Programme code: 28				Class: SY				Semester: III			
Programme: Master in Arts Communication and Journalism (MACJ)											
Name of the School: Somaiya School of Humanities & Social Sciences				Name of the Department: Mass Communication							
Course Code: 231P28V303				Name of the Course: Content Creation for Media Production							
Duration : 2 Hr.				Maximum Marks : 60							
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)											

Question No.		Max. Marks	CO
Q 1	Write a feature article about the newly opened completely underground metro rail line in Mumbai using all the elements of creative writing.	15	1,2
Q 2A	What is creative writing and how does it enhance news writing?	15	2,3
OR	OR		
Q2B	Explain how sound, meaning, arrangement and images of words make a writing creative?		
Q 3A	What are the different types of radio programmes one can write for? Describe their unique characteristics.	15	3,4
OR	OR		
Q3B	What are the special needs of writing for TV advertisements? Explain with examples.		
Q 4	Write Short Notes (Any 3 out of 5) 1. Plot in creative writing 2. TV Advertisements as a medium of creative writing 3. How can creative writing enhance a print interview? 4. Creative writing for digital media enhances the reach of blogs 5. Differences between objective writing and creative writing	5*3=15	1,2,3,4





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A

October/November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 28 Programme: Master of Arts in Communication & Journalism (MACJ)	Class: Part-I	Semester: III
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P28C301	Name of the Course: Media Criticism	
Duration : 2 Hr.	Maximum Marks: 60	
Instructions: 1) Answer all questions 2) Follow the instructions		

Question No.	Question 1 case study is compulsory.	Max. Marks	CO
Q.1.	How does the cosmetic brands advertisement campaign reflect and reinforce gendered and racialized notions of beauty in Indian media?	15m	CO3
Q.2.	A) Explain the functions of media critics with suitable examples. OR B) How are semiotics relevant in Media Studies? Explain it with reference to meaning-making process and media representation?	15m	CO1 CO3
Q.3.	A) Explain business gratifications in Media Criticism. OR B) Explain the code of ethics laid down by the Advertising Standards Council of India (ASCI).	15m	CO5 CO2, CO4
Q.4.	Answer any 3 out of 5 a) Commodification of Culture b) Importance of Probing c) Composite criticism d) Importance of Psychoanalytic Criticism in Media Criticism e) Any two stage molding ingredients in Television	15m	CO3 CO4 CO4 CO3 CO5





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(B)

October/November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 28 Programme: Master of Arts in Communication & Journalism (MACJ)	Class: Part-I	Semester: III
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P28C301	Name of the Course: Media Criticism	
Duration: 2 Hr.	Maximum Marks: 60	
Instructions: 1) Answer all questions 2) Follow the instructions		

Question No.	Question 1 case study is compulsory.	Max. Marks	CO
Q.1.	Do you agree that television debates on news channels function as performances of power rather than platforms for democratic dialogue? Support your answer with suitable examples	15m	CO3
Q.2.	A) How do mass media 'manufacture the consent'? Explain it with relevant examples. OR B) How are Freud's Psychoanalytic concepts relevant in Media Criticism?	15m	CO3 CO3
Q.3.	A) What are the different stage-molding ingredients in Media Analysis? Explain it in the context of Radio and Television. OR B) Elucidate Stephenson Smith's five steps for critics to keep in mind. Give suitable examples.	15m	CO5 CO1
Q.4.	Answer any 3 out of 5 a) Any two functions of Media Critic b) The role of Semiotics in Media Studies c) Importance of Media Ethics d) Criticism and Communication Process e) Gender communication in tv advertisements.	3*5m- 15m	CO1 CO3 CO2,CO4 CO1 CO3

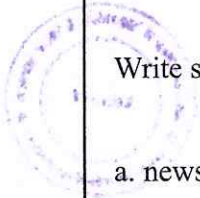


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October/November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code:28	Class: SY	Semester: III
Programme: MACJ		
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P28C302	Name of the Course:International Communication	
Duration : 2 Hr.	Maximum Marks : 60	

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Q4	 <p>Write short notes on any three of the following</p> <ul style="list-style-type: none">a. news agenciesb. Horizontal communicationc. Globalization and cultural impactd. Core and semi-peripherye. Uses and gratification theory	5x3=15	CO3 and CO4
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October/November 2025

Examination: End Semester Examination (PG Programmes)

Programme code:28		
Programme: Masters in Communication and Journalism	Class: SY	Semester: III
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P28V301	Name of the Course: INDIAN PHILOSOPHY AND MEDIA	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	Using the Nyāya school's theory of the four Pramāṇas (valid means of knowledge), critically analyze how Akira Kurosawa's film Rashomon explores the subjectivity of truth and the challenges of attaining valid knowledge.	15	I, II,
Q 2	Analyse the relationship between Atman and Brahman. Begin by explaining the philosophical significance of the Mahāvākya "Tat tvam asi" in establishing their fundamental identity. Then, elaborate on the crucial distinction between the cosmic (Saguna, Sāprapañca) and the acosmic (Nirguna, Niṣprapañca) conceptions of Brahman. How does the negative description, 'neti neti' (not this, not this), function to indicate the nature of the ultimate, indescribable reality? OR Arjuna's confusion in the Bhagavad Gītā (verses 3.1-3.2) stems from his belief that knowledge (Jñāna Yoga) is superior to action (Karma Yoga). Explain Śrī Kṛṣṇa's response to this dilemma. How does He describe the "two paths leading to enlightenment"? Analyse the commentary's argument and explain how true Niṣkāma Karma Yoga is an integration of both—performing action (Karma) with the wisdom of detachment (Jñāna).	15	I, II
Q 3	Trace the philosophical debate surrounding the mind-body problem throughout the ancient period by analysing the spectrum of views from Monism to Dualism. Further Analyse how a later Greek thinker like Plotinus and a non-Greek tradition like Buddhism offered alternative perspectives that challenged or modified the classic Platonic-Aristotelian debate. OR Discuss whether media can serve as a tool for liberation or whether it	15	III, IV

	primarily functions as a mechanism of control. Support your analysis with theoretical perspectives and examples from Indian and global media practices.		
Q 4	Write Short Notes on any 3 of the following: <ol style="list-style-type: none"> 1) Lokasamgraha 2) Nishkama Karma 3) Four Pramanas of Knowledge 4) Rta 5) Monism 	5x3=15	I, II, III



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Semester (Jul 2025 to Oct 2025)		
Examination: End Semester Examination Nov 2025 (PG Programme)		
Programme code: 28 Programme: MACJ	Class: SY	Semester: III
Name of the School: Somaiya School of Humanities and Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P28C303	Name of the Course: Media and Democracy	
Duration: 2 Hr.	Maximum Marks: 60	
Instructions: All questions are compulsory.		

Question No.		Max. Marks	CO
Q1	“Digital media has amplified citizen voices, yet it has also increased misinformation and polarization.” Examine this paradox in the context of Indian democracy and suggest mechanisms for ensuring responsible digital citizenship.	15	CO1
Q 2	A) Media is considered the fourth pillar of democracy. Critically evaluate this statement with reference to recent developments in global media. OR B) Compare the media structure in India and the United States with appropriate examples.	15	CO1, CO2
Q 3	A) Examine the relationship between journalism and public policy, with examples from Indian governance. OR B) Discuss the influence of social movements like MeToo and Black Lives Matter in reshaping democratic participation through digital media.	15	CO3, CO4
Q 4	Write short notes on any three of the following: A. Media Conglomeration and Democracy B. Framing and Agenda-setting C. Globalization and Power Shifts D. Media Literacy and Informed Citizenship E. Pluralist theory of democracy	15	CO1, CO2, CO3, CO4

