



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Master of Arts (Communication &amp; Journalism) – MACJ</b>	<b>SEM: I</b>
	<b>NOV-2025</b>

Sr. No.	Subject	Available
1.	231P28C101 – Principles & Theories of Communication	
2.	231P28C102 – Global Media: Challenges & Perspectives	
3.	Communication for Development	
4.	231P28V101 – News Reporting & Writing	
5.		
6.		
7.		
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11.		
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15.		

**LIBRARY**

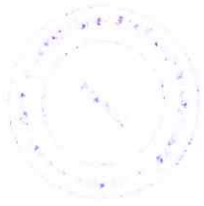






<b>Semester (August 2025 to Nov 2026)</b>		
<b>Examination: End Semester Examination January 2025 (PG Programmes)</b>		
<b>Programme code:28</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Programme: MACJ</b>		
<b>Name of the Constituent College: Somaiya School of Humanities &amp; Social Sciences</b>		<b>Name of the Department : Mass Communication</b>
<b>Course Code: 231P28C101</b>	<b>Name of the Course: Principles and Theories of</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) All questions are compulsory</b>		

Question No.		Max. Marks	CO
Q.1	Discuss Agenda setting Model. Comment on its relevance in modern times with a Case Study	15	CO4
Q.2	“The medium is the message”. Analyze this message of Marshall McLuhan with respect to Modern times. <b>OR</b> Give an overview of Tribal and print Age	15	CO@
Q.3	Examine modern day understanding of Propaganda theory? Support your answer with suitable examples. <b>OR</b> Analyze the impact of communication on culture? justify your answer with examples.	15	CO3,4
Q.4	Write Short notes on (Any Three) a) Uses & Gratification b) Process of Communication c) Spiral of Silence d) Semiotics e) Political economy	15	CO1,4





<b>Semester (Jul 2025 to Oct 2025)</b>		
<b>Examination: End Semester Examination Nov 2025 (PG Programme)</b>		
<b>Programme code: 28</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Programme: MACJ</b>		
<b>Name of the Constituent College: Somaiya School of Humanities and Social Sciences</b>		<b>Name of the Department: Mass Communication</b>
<b>Course Code: 231P28C102</b>	<b>Name of the Course: Global Media: Challenges &amp; Perspectives</b>	
<b>Duration: 2 Hr.</b>	<b>Maximum Marks: 60</b>	
<b>Instructions: All questions are compulsory.</b>		

Question No.		Max. Marks	CO
Q1	Global media organizations often claim objectivity, but their coverage frequently reflects geopolitical interests and power relations. International conflicts, humanitarian crises, and political events are framed in ways that influence how audiences interpret global realities. Analyze how shifts in global power structures shape narrative construction in global media, with reference to selective reporting, editorial bias, and the portrayal of developing nations.	15	01
Q2	A) Evaluate how global news media frames Third World nations using qualitative, quantitative and cultural biases. OR B) Assess Modernization Theory and its limitations in explaining global media development.	15	01, 02
Q3	A) Discuss the challenges of reporting from conflict zones with case studies such as Afghanistan, Gaza or Ukraine. OR B) Compare how mobile journalism and mainstream news coverage differed in their reporting approaches during recent national elections.	15	01, 02
Q4	Write short notes on any three of the following: A. Propaganda and global news agencies B. Disadvantages of Citizen Journalism C. Regional vs global media war coverage D. Erosion of nation-state system E. Rise of citizen journalism	15	01, 02, 03





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<b>November/December 2025</b>		
<b>Examination: End Semester Examination (PG Programmes)</b>		
<b>Programme code:</b> 231P28C103	<b>Class:</b> Part I	<b>Semester:</b> I
<b>Programme:</b> MACJ		
<b>Name of the School:</b> Somaiya School of Humanities & Social Sciences	<b>Name of the Department:</b> Mass Communication	
<b>Course Code:</b> 28	<b>Name of the Course:</b> Communication for Development	
<b>Duration:</b> 2 Hr.	<b>Maximum Marks:</b> 60	

Question No.		Max. Marks	CO
Q1	<p>Assume that you are a development journalist reporting for a national newspaper.</p> <p>Write a detailed <i>500-word feature story</i> comparing the Tamil Nadu Model of Development with the Gujarat Model of Development.</p> <p>In your answer, make sure you address the following points in a feature-style narrative:</p> <ol style="list-style-type: none"><li>How does the <b>Tamil Nadu Model of Development</b> focus on social welfare, human development, and inclusive growth?<ul style="list-style-type: none"><li>Discuss examples such as education schemes, healthcare initiatives, women's welfare programmes, and industrial growth supported by social investments.</li></ul></li><li>In what ways does the <b>Gujarat Model of Development</b> emphasize infrastructure-led growth, industrial expansion, and a business-friendly environment?<ul style="list-style-type: none"><li>Provide examples of port development, industrial corridors, and the state's economic achievements as well as critiques related to social indicators.</li></ul></li><li>Based on your understanding, compare and contrast the <b>strengths and limitations</b> of these models.<ul style="list-style-type: none"><li>What lessons can each model offer for India's broader development strategy?</li></ul></li><li>Present your comparison in a <b>feature writing style</b>, using descriptive elements, real or hypothetical field observations, and a journalist's perspective.</li></ol>	15	CO4

Q 2	<p>a) In what ways does social media move beyond being an echo chamber to become a powerful amplifier of democratic voices?"Explain your perspective with examples</p> <p><b>OR</b></p> <p>b) What are the characteristics and differences between 'Core Countries, Semi-periphery countries and periphery countries? Explain with suitable examples</p>	15	CO2
Q 3	<p>a) Explain the key features of Adam Smith's development model and evaluate how relevant his theory remains in the contemporary world."</p> <p><b>OR</b></p> <p>b) Discuss the significance of Everett Rogers' Diffusion of Innovation Theory in today's media landscape. How does the theory help in understanding the adoption of new media technologies and practices? Support your answer with suitable contemporary examples from the media industry</p>	15	CO3
Q4	<p>Write short notes on any three of the following</p> <p>a) Berlo model of communication</p> <p>b) Gender equality</p> <p>c) Alternative media v/s traditional media</p> <p>d) PM-KISAN scheme</p> <p>e) Marxism</p>	5x3=15	CO4



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**October/November 2025**

**Examination: End Semester Examination (PG Programmes)**

<b>Programme code: 28</b>		<b>Class: Part-I</b>	<b>Semester: I</b>
<b>Programme: Master of Arts in Communication &amp; Journalism (MACJ)</b>			
<b>Name of the School: Somaiya School of Humanities &amp; Social Sciences</b>		<b>Name of the Department: Mass Communication</b>	
<b>Course Code: 231P28V101</b>	<b>Name of the Course: News Reporting &amp; Writing</b>		
<b>Duration: 2 Hr.</b>	<b>Maximum Marks: 60</b>		
<b>Instructions: 1) Answer all questions 2) Follow the instructions</b>			

<b>Question No.</b>	<b>Question 1 case study is compulsory.</b>	<b>Max. Marks</b>	<b>CO</b>
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	CO2
Q.2.	A) What is beat reporting? Explain different beats used in journalism with suitable examples. OR B) What are news sources? How it helps to gather news?	15m	CO2 CO1
Q.3.	A) Explain in detail inverted pyramid structure for news writing with two examples. OR B) Discuss the principles, importance of keywords, captions and ethical considerations of storytelling for online news sites.	15m	CO2 CO3
Q.4.	Answer any 3 out of 5  a) Qualities of a journalist b) Different types of headlines c) Opinion & Editorials d) Citizen Journalism e) Press Releases	3*5m- 15m	CO1 CO4 CO4 CO1, CO2 CO3



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