001226

CENTRAL UNIVERSITY
OF KARNATAKA
(Established by an Act of the Parliament in 2009)
Kadaganchi, Aland Road, Kalaburagi Dist-585367
Website: www.cuk.ac.in

School	Media Studies
Department	Mass Communication and Journalism
Program	MA – Mass Communication & Journalism
Semester	3rd Semester
Course Code	PMJTD30205

END SEMESTER EXAMINATIONS, NOVEMBER 2025

Course: **Visual Analysis Techniques**	Max. Marks: **45**	Duration: **120 Mins.**	Credits: **3**

INSTRUCTIONS:

1. Please read the questions carefully before answering.
2. Please write the question numbers correctly in the answer booklet.

PART I

Explain any SIX of the following in 50-80 words. **(6 X 3 = 18)**

1. Technical Perception
2. Historical Perception
3. Intertextuality
4. Material Culture
5. Ideology
6. Super Structure
7. Super Ego
8. Shadow and Persona

PART II

Answer the following with Internal Choice in 200-250 words **(3 X 9 = 27)**

9a. Discuss any three functions of Vladimir Propp in the context of syntagmatic analysis. (4)
9b. Explain the various dramatis personae used in syntagmatic analysis. (5)

OR

9c. Explain the paradigmatic aspect of sign used in semiotics with a suitable example. (4)
9d. Discuss the significance of objects and artefacts in semiotic analysis. (5)

10a. What is False Consciousness? (4)
10b. Explain how False Conscioness is developed among the masses through Cinema. (5)

OR

10c. Explain the concept of Alienation. (4)
10d. Discuss how Alienation is evoked among the public through media messages. (5)

11a. What are Defense Mechanisms? (4)
11b. Explain any three Défense Mechanisms that are commonly identified in advertising. (5)

OR

11c. Explain the concept of Archetype. (4)
11d. Discuss any three archetypes that are commonly found in films. (5)

****

Central Library, Central University of Karnataka

001225

CENTRAL UNIVERSITY
OF KARNATAKA
(Established by an Act of the Parliament in 2009)
Kadaganchi, Aland Road, Kalaburagi Dist-585367
Website: www.cuk.ac.in

School	Media Studies
Department	Mass Communication and Journalism
Program	PG
Semester	Three
Course Code	PMJTC30009

END SEMESTER EXAMINATIONS, NOVEMBER 2025 - REGULAR

Course: Public Relations	Max. Marks: 45	Duration: 120 Mins	Credits: 03

INSTRUCTIONS:

1. Read the questions and instructions carefully before attempting
2. Make sure you write the question number correctly before writing the answer

---

PART A: Answer any SIX from the following questions in 50-80 words (6x3=18)

1. Press Release
2. Community Relations
3. Opinion Leaders
4. Tactics
5. Multi-step flow of opinion
6. Media Pitching
7. Public Relations
8. Educational Institutions as Opinion Leaders

PART B: Answer the questions with Internal Choice in 200-250 words (9x3=27)

9. a) Explain the Press Agentry Model. (4)

9. b) What is the need for Public Relations in an organisation? Explain (5)

OR

9. c) Explain the Public Information Model. (4)

9. d) 'There is no such thing as bad publicity'. Discuss (5)

Central Library, Central University of Karnataka

10. a) Elaborate on the anatomy of a PR Campaign (4)

10. b) Critically Analyse an Indian PR Campaign of your choice (5)

OR

10. c) Explain the identification and prevention stages of crisis management (4)

10. d) Write how important responding is during a crisis. (5)

11. a) Explain how PR firms change the opinion of common people towards a product. (4)

11. b) Why CSR is important for an organisation (5)

OR

11. c) Why is Media Tracking important in Public Relations? (4)

11. d) Public Relations can have a strong impact on the public at a much lower cost than advertising. Discuss. (5)

CENTRAL UNIVERSITY OF KARNATAKA * EXAM BRANCH

Central Library, Central University of Karnataka

001224

CENTRAL UNIVERSITY
OF KARNATAKA
(Established by an Act of the Parliament in 2009)
Kadaganchi, Aland Road, Kalaburagi Dist-585367
Website: www.cuk.ac.in

School	Media Studies
Department	Mass Communication and Journalism
Program	MA-MCJ
Semester	III
Course Code	PMJTC31008

END SEMESTER EXAMINATIONS, MONTH NOVEMBER YEAR 2025

Course name(Regular): Media Laws and Ethics	Max. Marks:60	Duration: 150 min	Credits: 4

INSTRUCTIONS:

1. Attempt short answer questions from **Part A** (50–80 words).
2. Attempt medium answer questions from **Part B** (200–250 words).

PART A : Answer any eight from the following: **8 X 2 = 16**

1. In what ways does the Normative Theory limit press freedom?
2. How does the common law influence the Indian legal system?
3. How do the DPSPs promote the concept of Gandhian socialism?
4. How does the copyright law address challenges posed by online piracy?
5. How do geographical indications (GI) protect India's traditional products?
6. Why the RTI Act is considered a tool for investigative journalism?
7. Why was Prasar Bharati established as an autonomous body under the Act?
8. Why is classification of films into categories (U, UA, A, etc.) important?
9. How does the Indian Advertising Code ensure ethical standards in media advertisements?
10. How does the Broadcasting Code ensure responsible use of airwaves by TV and radio channels?

PART B: Answer any one set (either/or) from Question No. 11 to 14 **11 X 4 = 44**

Either

11.a Critically examine whether all sources of law are equally relevant in modern India. (5)

11.b Do customs and judicial precedents still hold importance in the age of legislation? (6)

Or

11.c Examine how the Authoritarian Theory of the Press limits journalistic freedom in modern democracies. (5)

11.d Discuss the applicability of Development Media Theory in the context of developing nations like India. (6)

Either

12. a Critically examine the relevance of the Copyright Act, 1957, in protecting creative and intellectual works in the digital era. (5)

12.b Describe how the Copyright Act, 1957 confers copyright protection in its two distinct forms. (6)

Central Library, Central University of Karnataka

Or

12.c Critically examine how the changing nature of the Internet has transformed the concept of law, privacy, and accountability in cyberspace. (5)

12.d Examine how emerging technologies like AI and the meta-verse have intensified the need for a cyber legal framework. (6)

Either

13.a Evaluate the challenges of applying the Working Journalist Act to freelance, digital, and part-time media professionals. (5)

13.b Examine how the Working Journalist Act addresses retrenchment compensation and its adequacy in protecting livelihood rights. (6)

Or

13.c Discuss whether the OSA strikes a fair balance between national security and freedom of the press. (5)

13.d Explain the salient features of the Official Secrets Act (OSA), 1923. (6)

Either

14.a Trace the historical evolution of the Ombudsman system and explain how it was adapted to the media sector. (5)

14.b Analyze how the presence of a Media Ombudsman contributes to accountability and transparency in news organizations. (6)

Or

14.c Discuss the role of TRAI's mission and objectives in balancing consumer rights with industry growth. (5)

14.d Evaluate the effectiveness of TRAI's regulatory functions in protecting consumer interests. (6)

CENTRAL UNIVERSITY OF KARNATAKA EXAM BRANCH

Central Library, Central University of Karnataka

001223

CENTRAL UNIVERSITY OF KARNATAKA

(Established by an Act of the Parliament in 2009)
Kadaganchi, Aland Road, Kalaburagi Dist-585367
Website: www.cuk.ac.in

School	School of Media Studies
Department	Mass Communication and Journalism
Program	MA
Semester	III
Course Code	PMJTC31007

END SEMESTER EXAMINATIONS, MONTH NOVEMBER YEAR 2025

Course: Film Appreciation	Max. Marks: 60	Duration: 150 mins	Credits: 4

INSTRUCTIONS:

1. Please write the serial number of the question clearly while attempting
2. Choose any eight from Section I and answer it in around 50-80 words
3. Internal Choices are given in Section II. Answer it in around 200-250 words

---

SECTION I (8x2 = 16 marks)

Q1. What makes a film unique?

Q2. Describe the challenges of film analysis.

Q3. How does aesthetic of beauty is related to film analysis?

Q4. Describe the invention of William Kennedy Laurie Dickson.

Q5. What was George Melies famous for?

Q6. State the Value of film analysis

Q7. How do we make editing effective?

Q8. Explain the effects of color on viewer

Q9. How do we achieve three dimensionality of sound?

Q10. What characterize a postmodern film?

SECTION II (4x11 = 44 marks)

Q11.a. What is Mise-en-scene?
Q11.b. Describe the elements of criticizing a film.

Central Library, Central University of Karnataka

OR

Q11.c. What is the viewpoint of Plato on Imitation theory?
Q11.d. How does it shape the perception of beauty towards the Kant's Theory?

Q12.a. "A narrative to be a chain of events linked by cause and effect and occurring in time and space." Explain
Q 12.b. How can colour be used as a stylistic element in films?

OR

Q12.c. If you were to make a film, what would guide you in putting the whole thing together?
Q12.d. What is difference between theme, story and screen play? Explain with an example.

Q13.a. Elaborate the similarities and uniqueness of Italian Neorealism and French New Wave film movement.
Q13.b. How does montage theory changed the editing style of films?

OR

Q13.c. Assess the directing style of your favourite film director concentrating on those special qualities of the work that set the individual apart from all other directors.
Q13 d. Discuss the relationship of visual design and cinematography in the film *Cinema Paradiso*

Q14.a. Discuss the important landmarks in the early evolution of Indian Cinema.
Q14.b. How does the parallel movement in cinema contributed to its growth?

OR

Q14.c. Describe the different approaches of analysing a film.
Q14.d. How does the house styles in Hollywood formed the foundation for the classical American cinema?

CENTRAL UNIVERSITY OF KARNATAKA
EXAM BRANCH

Central Library, Central University of Karnataka