

Khulna University



School: Social Science Discipline: Mass Communication & Journalism

Program: MSS

Year: 1st

Term: 1st

Examination Year: 2026

Session: 2025-2026

Course Code: 0321 26 MCJ 5101

Course Title: Communication Theories and Thoughts

Total Marks: 60

Time: 03 Hours

Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Why do we need theory? Discuss. [L2; CLO1] 05
b) How do dominant ideologies influence what is communicated? Explain. [L2; CLO1] 05
2. Analyze the application of post-positivist theory in communication or media research. Provide relevant case examples. [L3; CLO3] 10
3. Critically evaluate the effectiveness of the transmission model in digital communication. [L4; CLO4] 10
4. a) What is structuralism? Explain. [L2; CLO4] 03
b) How does structuralism analyze language as a system of signs? Evaluate. [L6; CLO4] 07

Section B

There are 04 questions in this section. Answer any 03 questions.

1. How would you react if someone embarrassed you in public? Explain using face concerns under face negotiation theory. [L2; CLO3] 10
2. Bangla language is affected by the use of English in the media and social platforms. Do you agree? Give your arguments through the concept of cultural imperialism. [L3; CLO4] 10
3. a) Examine the influence of Sigmund Freud on modernist ideas. [L3; CLO3] 05
b) How does postmodernism challenge traditional cultural values in Bangladeshi society? Evaluate. [L5; CLO4] 05
4. Write short notes on the following: [L2; CLO2]
a) Media ecology 05
b) Concept of psychoanalysis 05



School: Social Science **Discipline:** Mass Communication and Journalism **Program:** MSS
Year: MSS 1st **Term:** 1st **Examination Year:** 2026 **Session:** 2025-2026
Course Code: 0321 26 MCJ 5103 **Course Title:** Advanced Reporting
Total Marks: 60 **Time:** 03 Hours **Credit:** 3.0
Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Compare and contrast between interpretative reporting and investigative reporting. [L2; CLO1] 05
 b) What structural and systemic obstacles hinder journalists from conducting thorough background research while covering an issue, and why is it important for them to overcome these challenges? Discuss. [L3; CLO3] 05
2. What ethical dilemmas might arise when interpreting sensitive or controversial subjects, and how should journalists navigate them? Analyze. [L5; CLO3] 10
3. Develop a detailed framework for a news story covering a political candidate's local campaign rally. Explain how you will frame the story to focus on public interest issues rather than just political rivalry. Demonstrate how you will ensure the information is presented in a way that respects the diversity of the voters upholding the principles of election reporting. [L6; CLO3] 10
4. Judge the importance of the guidelines a journalist must follow when covering a criminal trial. Explain why a court reporter must balance the pursuit of truth with the responsibility to cover legal proceedings fairly, and assess how inaccurate reporting could negatively affect the reality of the judicial process for the public. [L5; CLO 3] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. Evaluate the significance of gender-sensitive journalism in shaping fair and inclusive narratives, and the role of the news media in Bangladesh in advancing gender equality both in reporting and within media institutions. [L5; CLO4] 10
2. As a journalist assigned to cover migration and refugee issues in Bangladesh, what steps would you take to overcome reporting challenges such as limited access to refugee camps, political sensitivity, and misinformation? Explain. [L6; CLO3] 10
3. Reporting for children requires a balance between public interest and child protection. Discuss this statement critically with reference to the challenges, guidelines, and practices of child-centered reporting. [L6; CLO2] 10
4. a) Illustrate a structure for writing a feature. [L3; CLO3] 05
 b) Discuss the value of utilizing a variety of sources while writing feature pieces. What strategies have you followed to develop your feature article under entertainment journalism based on your fieldwork? Demonstrate. [L6; CLO3] 05



Khulna University

School: Social Science Discipline: Mass Communication and Journalism Program: MSS

Year: MSS 1st Term: 1st Examination Year: 2026 Session: 2025-2026

Course Code: 0321 26 MCJ 5105 Course Title: Advanced Editing

Total Marks: 60 Time: 03 Hours Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. It is not possible to publish news without editing, and editing determines the quality of newspaper production. Do you agree? Give your argument. [L2; CLO1] 10
2. Proofreading is not merely error correction but a quality assurance process in communication. Discuss this statement critically with reference to the importance, challenges, and advanced techniques of proofreading in modern media practices. [L6; CLO2] 10
3. Analyze the major rules and techniques of translation and examine how they influence the accuracy, meaning, and cultural relevance of translated texts. [L5; CLO3] 10
4. a) What do you understand by editorial? [L1; CLO2] 03
b) Write down the types and techniques of writing editorial. What strategies will you follow for finding editorial items. [L1; CLO2] 07

Section B

There are 04 questions in this section. Answer any 03 questions.

1. What are some key principles and guidelines that news organizations follow when developing scheduling strategies, including considerations such as story relevance, audience segmentation, platform optimization, and editorial judgment? [L3; CLO4] 10
2. A well-designed page make-up determines the readability and credibility of a publication. Discuss this statement critically with reference to the types, principles, and importance of page make-up in journalism and media production. [L6; CLO4] 10
3. Evaluate how Bangladeshi newspapers use photographs to attract readership. [L6; CLO4] 10
4. a) Write down the types of column writing for newspaper with examples. [L1; CLO1] 05
b) Discuss the process and structure of column writing. [L3; CLO1] 05



School: Social Science Discipline: Mass Communication & Journalism

Program: MSS

Year: MSS 1st

Term: 1st

Examination Year: 2026

Session: 2025-2026

Course Code: 0321 26 MCJ 5109

Course Title: Health Communication

Total Marks: 60

Time: 03 Hours

Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Define health communication and explain its major characteristics and significance in modern society. [L2; CLO1] 05
 b) Discuss the role of Public Health Informatics in improving healthcare services. [L4; CLO2] 05
2. a) Define mental health. [L1; CLO2] 02
 b) Suppose one of your close friends informs you that he is experiencing symptoms of a mental health disorder. What indicators would you consider in assessing whether S/he may be suffering from a mental illness? Discuss the appropriate steps you would take to provide support and assist him in seeking recovery. [L6; CLO2] 08
3. a) Critically analyze the applicability of the Health Belief Model (HBM) to a contemporary public health issue in Bangladesh. [L4; CLO2] 05
 b) Evaluate the role of mass media in shaping individuals' health beliefs and influencing their health-related behaviors. [L4; CLO2] 05
4. Suppose 20 children in X slum died from Measles during the past week. As a health communication specialist, design a comprehensive health communication campaign model to raise public awareness about this disease and prevent further outbreaks. [L6; CLO4] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) Define health reporting and explain its scope in contemporary media. [L2; CLO1] 05
 b) Describe the major ethical challenges faced by health reporters in Bangladesh. [L5; CLO3] 05
2. What are the steps of conducting research of health-related issues? Explain broadly with a relevant example. [L2; CLO2] 10
3. a) What is E-Health, M-Health, and Telemedicine? [L1; CLO1] 03
 b) Critically analyze the role of social media in spreading health information and misinformation. [L5; CLO3] 07
4. Write short notes on the following topics: [L1; CLO3]
 - a) National Health Policy 2011 05
 - b) Brain rot 05



School: Social Science Discipline: Mass Communication & Journalism

Program: MSS

Year: MSS 1st

Term: 1st

Examination Year: 2026

Session: 2025-2026

Course Code: 0321 26 MCJ 5113

Course Title: Social Media

Total Marks: 60

Time: 03 Hours

Credit: 3.0

Instructions: The figures in the right margin indicate marks. All questions are of equal value.

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) What is public sphere? Explain. [L1; CLO1] 03
b) Do you think the public sphere on social media is facing significant challenges? Evaluate critically. [L5; CLO4] 07
2. Critically analyze the political economy of Facebook according to the model of Christian Fuchs. [L5; CLO4] 10
3. a) How does the Diffusion of Innovation Theory explain the adoption and spread of new ideas, technologies, and information through social media? Elucidate. [L4; CLO3] 05
b) Discuss the main elements of the theory with a relevant example from social media. [L3; CLO2] 05
4. Discuss the tools and techniques used to identify fake or misleading content on social media platforms. [L6; CLO1] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) Interpret Karl Marx's concepts of Base Structure and Superstructure in the context of social media. [L4; CLO3] 05
b) Do you think social media deprives consumers? Justify your answer from a socialist perspective. [L5; CLO4] 05
2. a) How does social media advertising influence consumers' purchase intentions? Explain briefly with examples. [L3; CLO2] 05
b) In what ways has advertising transformed into a cultural commodity? Discuss with suitable examples. [L4; CLO3] 05
3. a) Define public relations (PR). [L1; CLO1] 02
b) Critically analyze which model of public relations proposed by James E. Grunig and Todd Hunt is most effective for the Directorate General of Health Services in disseminating its activities through the Facebook platform. [L5; CLO4] 08
4. a) Discuss how social media can be used as a source of news. [L1; CLO 1] 05
b) Define User-Generated Content (UGC) and evaluate its significance in contemporary digital communication. [L1; CLO 2] 05