

D-3128

Sub. Code

30911

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2019.

First Semester

**INTRODUCTION TO JOURNALISM AND MASS
COMMUNITCATION**

(CBCS – 2018-19 Academic Year Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Semantic Noise
2. Redundancy
3. Blog
4. Paralanguage
5. Democratic Participant theory
6. Cyber Journalism
7. Article 19(2)
8. TRP
9. PIB
10. Social Networking Sites

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Elucidate the characteristics of organizational communication.

Or

- (b) Briefly outline the use of social media in the recent parliament election by various political parties in India.
12. (a) What is meant by advocacy journalism? Explain with examples.

Or

- (b) Write any four major recommendations of Chanda OR Varghese Committee.
13. (a) Examine the significance of cable television in the Indian consumer market.

Or

- (b) Write a short note on: Indian Media Educational Institution.
14. (a) Compare and contrast Private and Public broadcasting.

Or

- (b) Delineate the constitution and functions of Press Council of India.
15. (a) List the dysfunctions of mass media.

Or

- (b) Discuss the relevance of Indian news agencies in this digital era.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of five.

16. Illustrate the linear models of communication with diagrams and discuss their relevance in today's scenario.
 17. Explain the normative theories of press and examine the influence of political system on them.
 18. Delineate the organizational structure of Doordarshan and list the functions of its personnel.
 19. Summarise the nature of investigative journalism with a current case study.
 20. Identify the influence of ICT (Information Communication Technology) on the culture and life-style of Indian consumers.
-

D-3129

Sub. Code

30912

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, DECEMBER 2019.

First Semester

EVOLUTION OF MEDIA

(CBCS 2018–19 Academic year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Palm leaves.
2. Bengal Gazette.
3. Vernacular Press Act.
4. Heinrich Rudolf Hertz.
5. TV ownership.
6. Sati
7. FM.
8. Digital divide
9. Doordarshan
10. Raja Harishchandra.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Enlist the merits and demerits of newspaper.

Or

- (b) Differentiate political freedom from press freedom with suitable examples.

12. (a) Elaborate the establishment of radio stations across the world.

Or

- (b) Discuss the economic issues faced by Indian media after independence.

13. (a) Enlist the advantages of community radio.

Or

- (b) Discuss the features of silent era films.

14. (a) Write short note on documentaries.

Or

- (b) Give a brief note on K. Balachander.

15. (a) What is online Journalism?

Or

- (b) Enlist the functions of new media.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions out of five.

16. Discuss how BBC controlled ownership and content across the world?
 17. List the socio, economic issues defricited in man media in India after Independence.
 18. Give a detailed note on the evolution of radio programs in India.
 19. Differentiate the parallel cinema from commercial cinema.
 20. Discuss the growth and development of Internet in India.
-

D-3130

Sub. Code

30913

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2019.

First Semester

PHOTOGRAPHY

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. ISO
2. Autofocus
3. CCD
4. Color temperature
5. Hot shoe
6. Flash sync
7. Optical zoom
8. Overexposure
9. Parallax
10. Red-eye

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Define framing in terms of photography.

Or

- (b) Briefly outline the contribution of Eadweard Muybridge to photography.

12. (a) Delineate the elements of composition and discuss their relevance to effective communication.

Or

- (b) Explain the process of image formation with different kinds of lenses.

13. (a) Differentiate between SLR & TLR camera.

Or

- (b) Illustrate the association between focal length and depth of field.

14. (a) Enumerate the purpose of using a light meter.

Or

- (b) What are portraits? Write the essentials of a good portrait.

15. (a) Discuss the concept of news value with reference to pictures.

Or

- (b) Write a short note on : Photo Journalism.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of Five.

16. Enumerate the parts of a digital SLR and their functions with the help of a diagram.
 17. Compare and contrast artificial and natural light. Discuss their various types of sources.
 18. List at least FIVE accessories of a camera and explain their functions.
 19. Analyse the nature and scope of
 - (a) Wild life photography
 - (b) Nature Photography.
 20. Distinguish photo essays from photo features. Examine their characteristics and purpose.
-

D-3131

Sub. Code

30914

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DECEMBER 2019.

First Semester

REPORTING AND EDITING

(CBCS – 2018-19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Correspondent
2. Scoop news
3. Crime beat
4. Financial reporting
5. ENG
6. Citizen journalism
7. Dateline
8. Style sheet
9. Op-ed page
10. Mechanical section.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Discuss the fundamental differences between e-journalism from traditional journalism.

Or

- (b) Narrate the purpose of using a style sheet.

12. (a) Summarize the various sources of news.

Or

- (b) List the functions of the circulation department in a newspaper organization.

13. (a) List the skills required for effective financial reporting.

Or

- (b) Write the nuances of political reporting.

14. (a) How does editing differ between newspapers and magazines?

Or

- (b) Briefly outline the method of writing book reviews.

15. (a) Identify the need for 'translation' in a copy desk.

Or

- (b) What is meant by picture editing? Narrate the method.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Delineate the ethical issues involved in journalism.
17. Illustrate structure and organization of the editorial department in a newspaper organization.
18. Summarize the different types of beats with examples.
19. Enumerate the role and functions of a copy desk.
20. Examine the role of computers in editing. Narrate the merits and limitations.

D-3132**Sub. Code****30921**

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2019.

Second Semester

THEORIES OF COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Encoder
2. Kinesics
3. Popular culture
4. Helical model
5. Normative theories
6. Technological Imperialism
7. Agenda setting
8. Mediated reality
9. Status conferral function
10. Consumerism.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Identify the need for communication among individuals.

Or

- (b) Elucidate the Marxist approach to the concept of communication.

12. (a) Analyse how Festinger's theory of dissonance forms the basis for selective attention, perception and retention of media messages.

Or

- (b) Briefly outline the method of deconstructing films based on psychoanalysis.

13. (a) What do you understand by the term Cultural Imperialism? Discuss with reference to developed and developing countries.

Or

- (b) Identify the influence of technology on the life style of people in a country like India.

14. (a) Explain social learning theory in terms of children and television cartoon programs.

Or

- (b) How far, are new media is successful in the mobilization of people? Substantiate.

15. (a) Who are opinion leaders? Narrate their nature.

Or

- (b) Write a short note on : Gatekeeping theory.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of Five.

16. Enumerate the functions, dysfunctions and uses of mass media with examples.
 17. Explain the salient features of normative theories. Give examples.
 18. Explore the application of Innovation Diffusion theory in the Indian context.
 19. Critically evaluate the role of mass media in public opinion formation.
 20. Trace the evolution of communication from pictographs to the present day.
-

D-3133

Sub. Code

30922

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2019.

Second Semester

ADVERTISING AND PUBLIC RELATIONS

(CBCS 2018–19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Primary advertising
2. Alphabet inspired layout
3. Dangler
4. Logical appeal
5. Signature
6. Puffery
7. PRSI
8. Press kit
9. Deceptive practices
10. Ombudsman

PART B — (5 × 5 = 25 marks)

Answer ALL questions

11. (a) Describe the communication role in advertising and the stages involved in the process.

Or

- (b) Elucidate the societal role of advertising with examples.

12. (a) Illustrate the various types of advertising layout.

Or

- (b) Briefly outline the different types of advertising appeals.

13. (a) Distinguish marketing strategy from advertising and creative strategies.

Or

- (b) Identify the influence of advertisements on the behavior of children.

14. (a) Examine the role of Public Relations society of India in regulating PR industry in India.

Or

- (b) How far, advertising is helpful for public relations? Substantiate.

15. (a) What do you understand by lobbying? Narrate its relevance to PR.

Or

- (b) Write a short note on: DAVP

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five.

16. Enumerate the components of a print advertisement with illustration.
 17. Explain the salient features Out-of-Home advertisements and discuss the various types.
 18. Critically evaluate the code of guidelines for advertising on All India Radio.
 19. Analyse media relations as a tool of public relations. Discuss the advantages.
 20. Distinguish public relations from advertising, publicity, propaganda and marketing.
-

D- 3134

Sub. Code

30923

DISTANCE EDUCATION

M.A (J&MC) DEGREE EXAMINATION, DECEMBER 2019.

Second Semester

AUDIO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. Microphone?
2. FM
3. News Bulletin?
4. Editing
5. Post production
6. Community radio
7. Studio formats
8. SFX?
9. Reverb
10. DYNMS

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions choosing either (a) or (b)

11. (a) Explain the development in broadcast history in India.

Or

- (b) Describe the elements of music recording.

12. (a) Write a short notes on faders in recording.

Or

- (b) Describe the production management.

13. (a) What is the importance of post- production.

Or

- (b) What is stringer?

14. (a) Define editing styles and techniques.

Or

- (b) Discuss the importance of acoustics.

15. (a) Describe the direct and indirect costs.

Or

- (b) Describe the mixing pre and post mastering.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of FIVE questions

16. Elaborate the principles of news writing in a public service broadcasting organization.
17. Briefly explain about the radio formats with a special note on documentaries.

18. What are the differences between recording and editing in consoles?
 19. Write in detail the various recording software's in the industry.
 20. Elaborate the digital technology and the recent advancements.
-

D-3135**Sub. Code****30924****DISTANCE EDUCATION****M.A.(J&MC) DEGREE EXAMINATION, DECEMBER 2019.****Second Semester****VIDEO PRODUCTION****(CBCS – 2018-19 Academic Year Onwards)****Time : Three hours****Maximum : 75 marks****PART A — (10 × 2 = 20 marks)****Answer ALL questions.**

1. BETA
2. Blue Matte
3. Location
4. Baby Light
5. Live shows
6. Filter
7. Dubbing
8. NLE
9. BGM
10. On-line.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the various components of a digital video camera.

Or

- (b) Discuss the different types of camera lenses and its uses.

12. (a) What are the various stages of developing a story?

Or

- (b) Discuss the significance of lighting in digital video production.

13. (a) Explain the various techniques used in video editing.

Or

- (b) “DTH technology will be threat to film theaters in future” Comment.

14. (a) Illustrate the organizational structure of a television channel.

Or

- (b) How to plan and schedule time slot for a television programme?

15. (a) Explain the difference between news reading and anchoring.

Or

- (b) What is pre-production? What are the basic steps required for pre-production?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Explain the stages of Video Production in detail.
 17. What is lighting? Why we need lighting and what are the factors affecting lighting?
 18. What are the various aspects of audience research for creating TV production?
 19. Analyze any one TV programme for its impact you have seen and liked.
 20. What are the challenges involved in planning and budgeting for TV programme production?
-

D-3136

Sub. Code

30931

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2019.

Third Semester

GRAPHIC COMMUNICATION

(CBCS 2018 - 19 Academic year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Visual Grammer
2. Moving Image
3. JPEG
4. Line Clipping
5. Virtual Reality
6. Canvas
7. Name plate
8. Morphing
9. Color palette
10. 3D illusion

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions.

11. (a) Describe primary colours.

Or

- (b) Write a short note on the importance of rendering in animation.

12. (a) Explain different formats of graphics files.

Or

- (b) Explain any two different forms of drawings.

13. (a) What is meant by 'Screen Dots'?

Or

- (b) Explain the fundamentals of computer graphics.

14. (a) Explain the key Frame animation.

Or

- (b) Describe 3D algorithms.

15. (a) How do colours psychologically affect and attract the people?

Or

- (b) Explain in detail the light and shades are important in drawing.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. What is 2D graphics? Explain its shapes, transformations and filters.
 17. What is the difference between vector and bitmap images?
 18. Briefly explain the types of Perspectives with diagrams.
 19. Distinguish hard accent and soft accent in drawing for animation content.
 20. What are the various spatial filtering operations on bit mapped images?
-

D-3137

Sub. Code

30932

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2019.

Third Semester

COMMUNICATION RESEARCH METHODS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Case study
2. Data Quality
3. Empirical Research
4. Focus Groups
5. Hypothesis
6. Internal Validity
7. Mixed-Methods
8. Panel Study
9. Peer-Review
10. Random Sampling.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) How can Qualitative and Quantitative methodologies be merged?

Or

- (b) What is random sampling?

12. (a) Enumerate the factors influencing media research?

Or

- (b) How can 'Interviewing' be used as a method of data collection?

13. (a) What is a bibliography? What is its purpose?

Or

- (b) Discuss the uses of Secondary data in research.

14. (a) What is an exploratory study?

Or

- (b) Write short notes on hypothesis.

15. (a) What is a research problem? State the components of a research problem.

Or

- (b) What is research process? Explain the usual steps in research process.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Discuss the various types of drawing probability from the methods of sampling.
 17. How can content analysis be an important method for mass media research?
 18. What do you mean by communication research? Discuss about different types of media research.
 19. Research process starts from problem definition to preparation of the report. Briefly describe the different steps involved in a research process.
 20. Data collection is the backbone of media research. Discuss about the various techniques used for data collection for mass media research.
-

D-3138

Sub. Code

30933

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2019.

Third Semester

MEDIA LAWS AND ETHICS

(CBCS 2018-19 Academic year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Freedom of speech.
2. Contempt of court.
3. Working Journalist Act.
4. PCI.
5. Defamation.
6. Human rights.
7. GATT.
8. Piracy.
9. WIPO.
10. Yellow Journalism

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Enlist the powers and privileges of the Indian Parliament.

Or

- (b) Explain the objectives of RTI Act.

12. (a) List out the punishments prescribed in the law for the publication of obscene content.

Or

- (b) Discuss the provisions of Cinematograph Act, 1952.

13. (a) Explain the various types of cyber crimes.

Or

- (b) Discuss the role and responsibilities of professional bodies in framing ethical guidelines.

14. (a) Write short note on broadcasting codes for Television.

Or

- (b) Give short note on ethical constraints present in investigative Journalism.

15. (a) What are Journalistic code of conduct?

Or

- (b) Enlist the role and responsibilities of Press Council of India.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions out of Five.

16. Discuss in detail the various fundamental rights available to Indian citizens.
 17. Discuss the key postulates of Press and Registration of Books Act, 1867.
 18. Give detail note on Prasar Bharati Act, 1990.
 19. Illuminate the key characteristics of IT Act, 2000.
 20. Discuss the power, role and responsibilities of BRAI.
-