

D-1436

Sub. Code

30911

DISTANCE EDUCATION

**M.A. (Journalism and Mass Communication) DEGREE
EXAMINATION, MAY 2019.**

First Semester

**INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION**

(CBCS 2018-19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Interpersonal Communication.
2. Non-verbal Communication.
3. Aristotle.
4. Harold Lasswell.
5. Social responsibility.
6. Objectivity.
7. Chanda committee.
8. Joshi committee.
9. AIR.
10. Community radio.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Enlist the advantages of Group Communication.

Or

- (b) Explain the Lasswell's model of Communication.

12. (a) Write short notes on agenda setting theory.

Or

- (b) Enlist the merits and demerits of Intra personal Communication.

13. (a) Explain the impact of culture on Communication.

Or

- (b) Write short notes on ARPANET.

14. (a) Explain the Fundamentals of authoritarian theory.

Or

- (b) Discuss the merits and demerits of soviet communist theory.

15. (a) Explain the status of press freedom during the British era.

Or

- (b) How did the Vernacular Press Act pave way for growth of Tamil Journalism?

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions out of Five.

16. Discuss the merits and demerits of various Forms of Communication.
 17. Explain the recommendations of Verghese committee.
 18. Discuss the outcome and recommendations of First press commission.
 19. How did the central government revolutionize the television viewing in India?
 20. Give detail note on the Karanth working group and its recommendations.
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D-1437**Sub. Code****30912**

DISTANCE EDUCATION

M.A. DEGREE EXAMINATION, MAY 2019.

First Semester

Journalism and Mass Communication

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. India Gazette.
2. Expand: TOI, PTL.
3. Gagging Act.
4. Reuter.
5. Areopagitica.
6. Prasar Bharathi.
7. SITE.
8. Dinamalar.
9. Infortainment.
10. DTH.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the origin and growth of early press in Madras.

Or

- (b) Describe the evolution of Indian press after Independence.

12. (a) Write short note on Johannes Gutenberg's invention of printing press with metal movable type.

Or

- (b) What role did radio play in selecting Indian National Anthem?

13. (a) Describe the functions of External Service Division.

Or

- (b) Why did India Start 'Vividh Bharathi' Channel? Explain its functions.

14. (a) Describe the salient features of B.G.Vargheese committee recommendations.

Or

- (b) Describe the code of ethics for public broadcasting.

15. (a) Do you think India is experiencing a 'Communication Revolution why or why not?

Or

- (b) Define the relationships between industrialization and mass media.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of Five questions.

16. Media and Society influence each other mutually' Discuss with suitable example.
 17. Describe the origin, growth and development of Radio in India.
 18. 'Television is a medium of communication' Discuss.
 19. Write Short note on
 - (a) SITE Project
 - (b) Kheda Communications Project
 - (c) Jabua Development Communication Project.
 20. What are the similarities and differences identified by you on the programmes of Public FM and Private radio FM Channels?
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DISTANCE EDUCATION

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

First Semester

Journalism and Mass Communication

PHOTOGRAPHY

(CBCS – 2018-19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Resolution.
2. Over exposure.
3. Foreground.
4. Colour blind.
5. Rule of Thirds.
6. Shutter speed.
7. Extreme Long Shot.
8. f-stop.
9. Modeling.
10. Tele zoom.

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Explain the depth of focus in photography.
Or
(b) Explain three point lighting.
12. (a) Describe the lighting techniques used in portrait photography.
Or
(b) 'Seeing is believing' Describe the power of photography in this contexts.
13. (a) Explain wild life photography.
Or
(b) Comment on fashion photography.
14. (a) Explain the types of lenses used in photography.
Or
(b) Explain visual perception.
15. (a) Explain the role of pixels in digital photography.
Or
(b) List some file formats to save the pictures with a not on their characteristics.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of Five questions.

16. Discuss the basic shots in photography with suitable illustrations.
17. Explain the process of image captured in the digital camera and transferred to a computer.

18. List the special skills set demanded for a Advt photographer.
 19. List out the various lightning equipments and accessories and their uses.
 20. Photography is an art of 'Praying with light'- comment with example.
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30914

DISTANCE EDUCATION

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

First Semester

Journalism and Mass Communication

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. Sub Heading.
2. Un-attributed sources.
3. List at least five human rights violation.
4. Bleed.
5. Lead.
6. What is an imprint?
7. Head Lines.
8. Gobbledygook.
9. Expand PRI, UNI.
10. News beat.

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Explain the different functions of journalists.
Or
(b) Explain Inverted Pyramid style of writing.
12. (a) Describe data based journalism.
Or
(b) Describe the different sources of news.
13. (a) What is objectivity in reporting?
Or
(b) What do we mean by news values?
14. (a) Discuss the role and responsibility of a reporter?
Or
(b) Describe the roles and responsibilities of a sub-editor.
15. (a) State at least two ethical principles that a journalist should follow.
Or
(b) Do public figure and celebrity have greater or lesser right to privacy than other people? Comment.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of Five questions.

16. Critically analyse vernacular newspaper in terms of language use and news coverage.
17. Explain the importance of Editorial in print medium.

18. Describe the differences between normal reporting and disaster reporting.
 19. Critically analyse the advantages and demerits of inverted pyramid style of news writing with suitable examples.
 20. What are the major considerations for covering human rights issues? Illustrate with an topical examples.
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DISTANCE EDUCATION

M.A. DEGREE EXAMINATION, MAY 2019.

Second Semester

Journalism and Mass Communication

THEORIES OF COMMUNICATION

(CBCS – 2018-19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define communication.
2. What is the basic purpose of communication?
3. What is encoding in communication?
4. What is media agenda setting?
5. What are the normative approaches?
6. Write about Information Society.
7. Define Political communication.
8. Write a short note on Cultural imperialism.
9. Why is gestalt theory important?
10. Write a note on the concept of global village.

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Write short note on roles and functions of mass media.

Or

- (b) Briefly explain Soviet Communist theory.

12. (a) Write note on limited effects theory of media.

Or

- (b) What is noise factor in communication? Illustrate.

13. (a) Explain the concept of Marxist theory.

Or

- (b) Why is media pluralism welcome?

14. (a) Discuss the implications of social responsibility theory during election.

Or

- (b) What are the 7C's of communication?

15. (a) Explain the Knowledge Gap theory.

Or

- (b) What is Information super highway?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of Five questions.

16. Define 'public'. Discuss the speaker's role in a communication act with the rhetoric model.

17. What is agenda setting hypothesis? How do media prioritize the agenda for public discussion by its daily coverage? Elaborate.
 18. Theory of gate keeping helps information filtration before sending them for public consumption. Illustrate.
 19. Technological revolution has change the way we process information Do you agree? Amplify.
 20. Enumerate the salient features of democratization theory in today's scenario.
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30922

DISTANCE EDUCATION

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

Second Semester

Journalism and Mass Communication

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. Define media relations.
2. Explain the fundamentals of print advertising.
3. Name any two international Advertising agencies.
4. Who are publics in PR?
5. What is ambient advertising?
6. List any two benefits of Internet advertising.
7. What is B2B advertising?
8. Explain 'out of home' advertising.
9. Expand and explain, 'TRP'.
10. List the unique features of radio advertising.

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a note on advertisement design.

Or

- (b) List a set of guidelines to follow for designing an advertisement.

12. (a) What is body copy? How to develop an effective body copy? Explain with suitable example.

Or

- (b) Write a note on copy writing techniques.

13. (a) Briefly describe the organizational structure of advertising agency.

Or

- (b) Elaborate on the history of PR in India.

14. (a) Explain the organizational structure of a PR office.

Or

- (b) What is the role of ethics in Public Relations business?

15. (a) What is the role of Public Relations in developing public opinion?

Or

- (b) How do you develop a copy, which is visually appealing? Explain with example.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE out of Five questions.

16. What are the different appeals used in advertising? Illustrate.
 17. What is visualization? How does it help in creating advertisements? Explain with example.
 18. Write a note on code of advertising practice of Advertising Standards Council of India. Why is the code put in place? Suggest some codes to tackle the current issues of advertising.
 19. Describe the nature and scope of Public Relations in India. Discuss its future trends.
 20. How is a PR campaign planned? What are the stages involved? Explain with example.
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DISTANCE EDUCATION

M.A. DEGREE EXAMINATION, MAY 2019.

Second Semester

Journalism and Mass Communication

AUDIO PRODUCTION

(CBCS – 2018–19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Acoustics?
2. AM
3. Fade in
4. Ambience
5. Pre-production
6. Lapel mic
7. Define Campus radio.
8. What is Console?
9. What is EDL?
10. What is EQ?

SECTION B — ($5 \times 5 = 25$ marks)

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

11. (a) Elucidate the characteristic and nature of sound with diagram.

Or

- (b) What is perception of sound?

12. (a) Enlist the input devices required for sound recording.

Or

- (b) Describe the advantages of community radio.

13. (a) List the challenges in outdoor audio recording.

Or

- (b) Write any five functions of digital audio technology.

14. (a) Describe the functions of news features.

Or

- (b) List the advantages and features of radio online.

15. (a) Describe the basic elements that need to be considered in single-track recording.

Or

- (b) Write about the importance of budget in video production.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE out of five questions.

16. Explain the importance of continuity in editing with suitable examples.
 17. What is your opinion on the future of radio? Explain with some of the recent trends.
 18. Describe the advantages and complexities of digital recording.
 19. Elucidate the technological features of different types of microphones.
 20. Describe the functions of special effects units in audio-recording.
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DISTANCE EDUCATION

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

Second Semester

Journalism and Mass Communication

VIDEO PRODUCTION

(CBCS – 2018–19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Optical out
2. Color sync
3. Continuous single —camera
4. Audience
5. Solid state cards
6. Vision mixer
7. Dope sheets
8. Logistics
9. Editing —linear
10. Musical record scoring

PART B — (5 × 5 = 25 marks)

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

11. (a) Delineate the importance of location survey in producing a content.

Or

- (b) Explain the terms
 (i) Professional practice
 (ii) Creative productions
 (iii) Composition

12. (a) What are the techniques required for composing a video?

Or

- (b) Describe the functions' of multi-camera treatment.

13. (a) What are the functions of a production control room?

Or

- (b) Define console Elaborate on different types of consoles.

14. (a) Define character generator software with its functions.

Or

- (b) How does time code sync and colour sync enhance video quality?

15. (a) Differentiate between TV–DTH–HDTV–HDV.

Or

- (b) Compare and contrast between sports shooting and news/business shooting.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Does the shooting process change according to shows? If yes, elaborate on the process of shooting including lighting.
 17. Elucidate on the legal issues which are to be concerned before and after production.
 18. Is being ethical considered a professional practice in media? Are the people functioning in the media today being ethical?
 19. Elaborate on the shooting process from shooting stage, shooting techniques, equipment and accessories along with post/ pre-production process.
 20. List the elements of music recording and elaborate on mixing pre and post mastering.
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