

D-4997

Sub. Code

30911

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DEC 2020.

First Semester

INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION

(CBCS 2018-19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 ×2 = 20 marks)

Answer ALL Questions.

1. Noise.
2. Rhetoric communication.
3. SNS.
4. Proxemics.
5. Libertarian theory.
6. Citizen Journalism.
7. Article 19 1(a).
8. David Berlo.
9. DAVP.
10. Cyber crime.

PART B — (5 × 5 = 25 marks)

Answer ALL the Questions choosing either (a) or (b).

11. (a) Elucidate the characteristics of small group communication.

Or

- (b) Who were the opinion leaders? Describe their characteristics.

12. (a) Define cyber journalism and analyse its nature with examples.

Or

- (b) Write any four major recommendations of Joshi Committee.

13. (a) Examine the role of television advertisements in promoting consumerism in the Indian consumer market.

Or

- (b) Write a short note on : Indian Media Educational Institutions.

14. (a) Discuss the nature and scope of Community radio in India.

Or

- (b) Write about Prasar Bharathi Act.

15. (a) Explain the SMCR model of communication.

Or

- (b) Discuss the need for news agencies in this digital era.

PART C — (3 ×10 = 30 marks)

Answer any THREE out of Five questions.

16. Elaborate the various stages in the interpersonal communication process among individuals.
17. Discuss Everett Roger's Innovation Diffusion theory with relevance to Indian scenario.
18. Delineate the organizational structure of Akashvani and list the functions of its personnel
19. Briefly outline the recommendations of first and second Press Commission reports.
20. List the functions of mass media and distinguish them from the uses in terms of Uses and Gratification theory.

D- 4998

Sub. Code

30912

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DEC 2020.

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. Rock edicts.
2. Madras Courier.
3. Press Freedom.
4. BBC.
5. SITE.
6. Censorship.
7. AM.
8. Cable TV.
9. Silent era.
10. Folk media

PART B — (5 × 5 = 25 marks)

Answer ALL the Questions choosing either (a) or (b)

11. (a) Write brief note on Gutenberg Press.

Or

- (b) Discuss the evolution of Printing in India.

12. (a) Explain the press restrictions of Victorian era.

Or

- (b) Discuss the earlier initiatives of radio broadcasting in Argentina.

13. (a) Enlist the functions of Television as a mass media.

Or

- (b) Discuss the growth of Indian Press after independence.

14. (a) Write short note on Vividh Bharati.

Or

- (b) Trace the development of Television in the world.

15. (a) Discuss the commercialisation of Television In India

Or

- (b) Give short note on the growth of Indian cinema during pre independence.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Discuss the problems faced by Indian press during the British Period.
17. Trace the origin, scope and functions of Television in India.
18. Give detail note on the growth and development of Radio in India.
19. Discuss the evolution of content in Indian Television Channels.
20. Discuss the regional diversity present in folk media in India.

D-4999

Sub. Code

30913

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

First Semester

PHOTOGRAPHY

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Mirrorless camera.
2. White balance.
3. Aberration.
4. Remote Capture.
5. Exposure meter.
6. ISO.
7. Digital zoom.
8. Underexposure.
9. Polarizer.
10. Red-eye Reduction.

PART B — (5 × 5 = 25 marks)

Answer ALL the Questions choosing either (a) or (b).

11. (a) Define composition and discuss its significance in photography.

Or

- (b) Briefly outline the different camera formats. Examine their merits and limitations.

12. (a) Identify the purpose behind using
(i) Macro
(ii) Telephoto lenses.

Or

- (b) Explain the process of image formation inside a TLR camera.

13. (a) Describe the salient features of an instant camera.

Or

- (b) Illustrate the association between aperture and shutter speed.

14. (a) How important are photographs in war reporting?

Or

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

15. (a) Discuss the concept of photo editing with reference to journalism.

Or

- (b) Write a short note on: Advertising Photography.

PART C — (3 ×10 = 30 marks)

Answer any THREE out of Five questions.

16. Trace the evolution of photography to the present day and highlight the important stages.
17. Compare and contrast SLR & DSLR cameras. Discuss their advantages and disadvantages.
18. Describe the utility and functioning of the following: Panning tilt head, Lens hood, Cable release, Bellows, Tripod stand, Barn doors & Flash unit
19. Examine the impact of technology on photography with examples.
20. Summarise the role of photographs in magazines with reference to Tamil magazines.

D-5000

Sub. Code

30914

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

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 the questions.

1. Cub reporter.
2. Sensational news.
3. Corporation beat.
4. Investigative journalism.
5. Embargo.
6. Attribution.
7. Cutline.
8. Style book.
9. Editorial.
10. Masthead.

PART B — (5 × 5 = 25 marks)

Answer ALL the Questions choosing either (a) or (b).

11. (a) What do you understand by citizen journalism?
Discuss its nature.

Or

- (b) List the qualities required for a journalist in today's scenario.

12. (a) What do you mean by 'topical news'? Explain with an example.

Or

- (b) Briefly outline the elements of news and discuss their relevance in news reporting.

13. (a) Describe the nature and scope of development reporting.

Or

- (b) Differentiate between investigative and interpretative reporting.

14. (a) Delineate the nuances of journalistic writing.

Or

- (b) Differentiate between film review and film criticism.

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

Or

- (b) What do you understand by the term 'wire copy'?

PART C — (3 ×10 = 30 marks)

Answer any THREE out of Five questions.

16. Define the concept of news value and explain the various news values.
 17. Illustrate structure and organization of a newspaper office and discuss the functions of each department.
 18. Summarize the different types of reporting with examples.
 19. Enumerate the basic principles of editing with examples.
 20. Exemplify the process of selecting and editing pictures in newspaper.
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D-5001

Sub. Code

30921

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

Second Semester

J & MC

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. Decoding
2. Paralanguage
3. Subculture
4. Spiral of silence
5. Normative theories
6. Cultural Imperialism
7. Gatekeeper
8. Media Narcissism
9. Watchdog functions
10. Alternative media

PART B — (5 × 5 = 25 marks)

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

11. (a) List the purpose of human communication.

Or

- (b) Explain the critical political economy theory of communication.

12. (a) Illustrate White's Gate Keeping model and discuss its relevance in this era of mobile phones.

Or

- (b) Define rhetoric communication and examine its role in politics.

13. (a) What do you understand by the term technological determinism? Does it affect the content and functioning of mass media? Substantiate.

Or

- (b) How important is propaganda in the image building process of a political party.

14. (a) Analyse the role of social media in public opinion formation.

Or

- (b) Categorise individuals based on their behavior in terms of innovation adoption.

15. (a) Narrate the basic principles of Gestalt's theory of motivation.

Or

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

PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Enumerate the various stages in the development of interpersonal communication.
 17. Examine the influence of attitudes on behaviours of mass media audiences in the acceptance/rejection of mass mediated messages.
 18. Critically evaluate Uses and Gratification theory with reference to new media technologies.
 19. Analyse the relevance of social learning theory in this era of new media.
 20. Delineate the basic assumptions of western development theory and discuss its adaptability to developing countries.
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D-5002

Sub. Code

30922

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

Second Semester

J & MC

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. AIDA
2. Big picture layout
3. Display advertisement
4. Curiosity headline
5. Brain storming
6. Copy platform
7. ASCI
8. Non-paid advertising
9. DAVP
10. Lobbying

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) List the functions of an advertising agency.

Or

- (b) Explain the process of advertising in terms of AIDA model.

12. (a) Classify advertisements based on purpose. Give examples.

Or

- (b) Define a layout and demonstrate the different stages of layout with diagrams.

13. (a) Briefly outline the structure, constitution and functions of ASCI.

Or

- (b) Define and narrate the basic principles of public relations.

14. (a) Analyse the role of social media in public relations.

Or

- (b) Delineate the responsibilities of a public relations officer.

15. (a) How important is public relations in the image building of a political party?

Or

- (b) Write a short note on : PRSI.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Illustrate the various stages in the visualization process with an example.
 17. Examine the influence of advertisements on Indian consumers. Do they promote consumerism? Substantiate.
 18. Critically evaluate code of guidelines for advertising on Doordarshan.
 19. Analyse the relevance of media and employee relations in this era of new media.
 20. Elaborate the role of public relations in crisis management with the help of a case study.
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D-5003

Sub. Code

30923

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

Second Semester

J & MC

AUDIO PRODUCTION

(CBCS 2018-19 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 × 5 = 25 marks)

Answer ALL questions.

11. (a) What is perception of sound?

Or

(b) Describe the advantages of community radio.

12. (a) Explain briefly the history of broadcasting in India.

Or

(b) Describe the elements of music recording.

13. (a) What is meant by radio production management?

Or

(b) Define the features and advantages of any one audio Editing software.

14. (a) Describe the direct and indirect costs in any audio production.

Or

(b) Describe the process of mixing pre and post mastering.

15. (a) Explain the various types of radio programmes.

Or

(b) Discuss the basic features of audio special effects.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Illustrate the schematic structure and layout of an audio studio.
 17. Explicate how digital equipment is different from analog equipment? Brief the technical features of the digital equipment.
 18. Discuss the usage of various types of microphones used in voice recording and dubbing.
 19. Explain the basic principles of audio editing and elaborate the procedures involved in editing.
 20. Delineate the programming pattern of AM from the FM with adequate examples.
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D-5004

Sub. Code

30924

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

Second Semester

J & MC

VIDEO PRODUCTION

(CBCS 2018-19 Academic year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Screen play
2. Camera crew
3. Camera framing
4. Out-door location
5. Ribbon mic
6. Voice over
7. Stereo sound
8. Video-editing
9. Narration
10. Graphics

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the role and responsibilities of a production manager, in a video production.

Or

- (b) What is the significance of mise-en-scene in video making process?

12. (a) List the duties of an Art director in a film.

Or

- (b) Explain the differences between linear and non linear editing.

13. (a) What is colour temperature?

Or

- (b) How to prepare EDL?

14. (a) What are the functions and uses of a tripod?

Or

- (b) Write brief note :

(i) Clap board

(ii) Video format

15. (a) Distinguish between single camera and multi camera production.

Or

- (b) What is the fundamental principle of news editing?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the duties, qualities and responsibilities of a Cinematographer?
 17. Differentiate shooting with single camera and multi camera.
 18. Differentiate between news reading and news anchoring.
 19. Discuss the post production stage works for a video project.
 20. Elaborate the process of capturing and rendering in an NLE lab.
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D-5005

Sub. Code

30931

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

Third Semester

J & MC

GRAPHIC COMMUNICATION

(CBCS 2018-19 Academic year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Animated GIF
2. Concepts
3. Polygons
4. Typography
5. Double Bounce
6. Body movement
7. Line drawing
8. Horizontal Framing
9. Shading
10. Zero Point Perspective

PART B — (5 × 5 = 25 marks)

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

11. (a) Write in short the importance of Photoshop in animation content creation.

Or

- (b) Explain the key frame animation.

12. (a) Explain the principles of visual design.

Or

- (b) Explain the basic shapes in drawing.

13. (a) Write short notes on human forms in perspective.

Or

- (b) Describe secondary colours and its usage in 2D.

14. (a) What is Linear Perspective? Explain with examples.

Or

- (b) Explain light and sound and their importance in animation.

15. (a) Explain the use of postscript and encapsulated postscript files.

Or

- (b) List the differences between vector and bit mapped graphics.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Differentiate between Realistic Character and Stylized Character.
 17. Describe the colour separation process stage wise.
 18. Explain the various spatial filtering operations on bit mapped images.
 19. Shadows and background are important in creating the conceptual framework of a designer in animation, Illustrate with examples.
 20. List the differences in creating graphics with use of Flash, Director, Morph and other packages.
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D-5006

Sub. Code

30932

DISTANCE EDUCATION

M.A. (J&MC)DEGREE EXAMINATION, DEC 2020.

Third Semester

J & MC

COMMUNICATION RESEARCH METHODS

(CBCS 2018-19 Academic year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Causal Hypothesis
2. Dependability
3. Epistemology
4. Factor Analysis
5. Group Behavior
6. Meta-Analysis
7. Phenomenology
8. Questionnaire
9. Sample
10. Treatment

PART B — (5 × 5 = 25 marks)

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

11. (a) What are dependent and independent variables?

Or

- (b) Explain the purpose of qualitative study.

12. (a) Highlight the differences between Nominal and Ordinal Scales.

Or

- (b) What is the importance of Chi-square test?

13. (a) What is alternate hypothesis?

Or

- (b) How will you use content analysis for media research?

14. (a) What are the different steps involved in project report preparation?

Or

- (b) How are Coding sheets useful in tabulation?

15. (a) Define scaling. What are the types of scales you have studied?

Or

- (b) What do you mean by data coding?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the characteristics of scientific research.
 17. Mention the types of sampling you have studied. How are they employed in different research contexts?
 18. Name some data collection methods and illustrate their context specificity.
 19. How do you identify a media research problem for your project work?
 20. Explain Triangulation Research Method. How can this be effectually used in communication research?
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D-5007

Sub. Code

30933

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DEC 2020.

Third Semester

J & MC

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 expression
2. Official Secrets Act
3. Libel
4. Cyber hacking
5. Convergence bill
6. Investigative journalism
7. IT Act, 2000
8. RTI
9. Copyright
10. Prasar Bharati Act

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the basics of Directive Principles of State Policy.

Or

- (b) Write the key recommendations of first and second press commissions of India.

12. (a) Give short note sedition provisions present in the constitution.

Or

- (b) Discuss the broadcasting regulations of radio in India.

13. (a) Explain the ways and means to curb piracy in India.

Or

- (b) Discuss the key provisions of intellectual property right legislations.

14. (a) List out the key provisions of advertising broadcasting codes.

Or

- (b) Explain the implications of reporting sensitive issues and events in the media.

15. (a) Give a short note on WIPO.

Or

- (b) Discuss the responsibilities of BRAI.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions out of Five.

16. Discuss the key postulates of Official Secrets Act, 1923.
 17. Discuss the formation and salient features of the Indian Constitution.
 18. Give detail note on Indecent Representation of Women Act, 1986.
 19. Explain the role and responsibilities of Press Council of India.
 20. Discuss the major copyright issues an individual could face in India.
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D-6472

Sub. Code

30941

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2020.

Fourth Semester

DEVELOPMENT COMMUNICATION

(CBCS 2018–19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is Development reporting?
2. Name any two community Radio stations.
3. What is decentralization?
4. Adike Patrike
5. Types of NGOs
6. Grameen Bank.
7. What is known as Positive Journalism?
8. Define Participatory media.
9. Grassroots Newspapers.
10. Globalization.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain diffusion of innovation.

Or

- (b) How can community radio help in development?

12. (a) Explain the goals of development communication.

Or

- (b) Why is decentralization necessary for development?

13. (a) Comment on the role of non-government organizations in nation — building.

Or

- (b) How is social advertising relevant to the development process?

14. (a) Explain dominant paradigm.

Or

- (b) Trace the history of development communication in India.

15. (a) Critically analyze the role of women in development.

Or

- (b) Explain the role of a communicator in development communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elaborate on the alternate paths to development.
 17. Discuss in detail the execution of a campaign on food safety. Which medium do you think is the best medium to reach out to the target audience?
 18. Critically evaluate the present status of millennium development goals.
 19. “Greater the communication facilities faster is modernization” – elaborate.
 20. ‘Development communication brings social change’. Justify.
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D-6473

Sub. Code

30942

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2020.

Fourth Semester

NEW MEDIA COMMUNICATION

(CBCS 2018–19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Browsers
2. HTML
3. m-commerce
4. Linking
5. e-publishing
6. Marketing
7. Online editing
8. ISDN
9. Homepage
10. Optical fiber

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the basic components of an MS Word document?

Or

- (b) What is a file? Discuss the different types of files handled by the computer.

12. (a) What are the different types of computers based on memory?

Or

- (b) What is typography? What are the important points that must be kept in mind in order to make a good typography?

13. (a) Why is Adobe Photoshop a popular form of editing software?

Or

- (b) Discuss any two important services provided with the help of internet.

14. (a) 'New media' vehicles have new become a part of new age culture' - Discuss.

Or

- (b) List out characteristics of social media as a medium of mass communication.

15. (a) How has internet revolutionized the way we process information.

Or

- (b) What are the challenges in handling ICT in both public and private spaces?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Enumerate the advantages and limitations of online journalism with suitable example.
 17. What do you mean by media convergence? What are its advantages?
 18. What is Desktop Publishing? List some Desktop Publishing software programmes and their specialist's?
 19. Discuss the impact of online newspapers on the circulation of traditional newspapers.
 20. Do you think internet has changed the way people communicate the world over? Give reasons in support of your answer.
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D-6474

Sub. Code

30943

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2020.

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018–19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Corporate Signature
2. Brand Equity
3. Corporate culture
4. Employee Relations
5. IMC
6. Reputation Management
7. Advertorial
8. Corporate Social Responsibility
9. Press release
10. Upward communication

PART B — (5 × 5 = 25 marks)

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

11. (a) Critically analyse the *barriers* of international communication.

Or

- (b) List the *functions* of corporate communication.

12. (a) Identify the *need for event management* in the image building of a corporate company.

Or

- (b) Define *rhetoric* communication. Discuss its significance.

13. (a) What do you understand by the term *institutional advertising*? Narrate its relevance to corporate communication.

Or

- (b) How important is *customer care* in the process of brand building of an organization.

14. (a) Examine the use of *social media* for corporate communication.

Or

- (b) What is *grapevine communication*? Distinguish it from other forms of organizational communication.

15. (a) Discuss the *salient features* of *business communication*.

Or

- (b) Write a short note on: *Counselling*.

Part C (3 X 10 = 30 Marks)

Answer any THREE out of five.

16. Enumerate the *basic principles of corporate communication*. Give examples.
 17. Examine how *brand identity* is established / reinforced through *symbols* like logos, mascots etc.,
 18. How do you go about *organizing a conference*? Detail the stages and precautions to be undertaken.
 19. Describe the *advertising and marketing communication environment* in India with examples and differentiate one from the other.
 20. Elaborate the process of *crisis management* with the help of a *case study*.
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