

D-1479

Sub. Code

30911

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

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. Encoding.
2. Linguistic barrier.
3. Intra personal Communication.
4. Cross cultural Communication.
5. Active listening.
6. Embargo.
7. Community Radio.
8. Cyber bots.
9. Mobile journalism.
10. Reasonable restrictions.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the magnitude of communication.

Or

- (b) Illustrate the Shannon weaver model of Communication.

12. (a) Bring out the functions and responsibilities of press in the society.

Or

- (b) Explain the recommendations of Chanda committee

13. (a) Exemplify the organizational structure of Press Information Bureau.

Or

- (b) Briefly assess the performance of government media units.

14. (a) Explicate the functions of Indian Newspaper Society (INS).

Or

- (b) List out the duties and responsibilities of Press Registrar of India.

15. (a) Enlist the functions of Advertising Agencies Association of India (AAAI).

Or

- (b) Discuss the features and advantages of mass media.

PART C — (3 × 10 = 30 marks)

Answer any THREE of the following questions.

16. Elaborate the various types of Communication with examples
 17. Explicate the recommendations of first and second press commissions.
 18. Exemplify the key provisions of Prasar Bharati Bill.
 19. Trace the origin and evolution of cable revolution in India.
 20. Describe the influence of technology on the means of Communication.
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D-1480

Sub. Code

30912

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

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. Hickey Gazette
2. Raja Ram Mohan Roy
3. Objectivity
4. Weekly Newspaper
5. Gutter
6. Copy Desk
7. Ears
8. Cub
9. Newsprint
10. Doordarshan.

PART B — (5 × 5 = 25 marks)

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

11. (a) Briefly explain the early communication systems in India

Or

- (b) Explain the history of the India's first full fledged newspaper.

12. (a) Describe the characters of Early Newspapers in Madras?

Or

- (b) Today India celebrates 100 years of media education, what role did Dr. Annie Besant play in the history of Indian Journalism?

13. (a) What is the role of the press commission in Indian Journalism?

Or

- (b) Explain the role of press council of India.

14. (a) What was the situation faced by Radio during independence?

Or

- (b) Explain the programme pattern of AIR and TV

15. (a) Discuss about the advantages and disadvantages of Electronic Communication.

Or

- (b) Outline the history of evolution of media.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Who is the father of Modern Indian language Journalism? How is he appropriate for that title?
 17. Discuss the Press restrictions and relaxation of period between 1823-1910
 18. Is Communication Convergence Bill needed? Discuss.
 19. Describe the origin, growth and development of Tamil Journalism
 20. Describe the origin, growth and development of Television in India.
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D-1481

Sub. Code

30913

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2021.

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. F Stop
2. Shutter speed
3. Focal Length
4. Twin lens reflex
5. Large format
6. Focus
7. Refraction
8. Sports mode
9. Self timer
10. Tele lens

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the basics of picture editing.

Or

- (b) How will you specialise in nature photography?

12. (a) What are the risks involved in covering riots?
Elaborate

Or

- (b) Discuss the importance of sports photography.

13. (a) List the basics of covering public speeches.

Or

- (b) Mention the preparatory exercises to be undertaken to become a photo journalist.

14. (a) Black and white pictures add uniqueness to the feature accompanying the photograph. Elaborate.

Or

- (b) How does a photographer prepare himself to cover a rally?

15. (a) Mobile phones packed with features to capture high-quality pictures have made everyone to click. Substantiate.

Or

- (b) The capability to review immediately after photographing has made repeat shooting much easier. Elaborate.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Portrait photography is easier said than done. Substantiate
 17. Describe the process of uploading the pictures taken during a tournament to the news desk.
 18. Distinguish indoor and outdoor photography with examples.
 19. State importance of pictures on the pages of newspapers.
 20. Draw the diagram of a DSLR camera and Label the parts. Write a brief note on its major parts and their functions.
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D-1482

Sub. Code

30914

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

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. Health reporting.
2. Timeliness.
3. Anonymous source.
4. Sports reporting.
5. Scoop news.
6. Dummy lay out.
7. Supplementary
8. Advertorials.
9. In-house publications.
10. Camera ready copy.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the role of a Journalist in the multi cultural Society.

Or

- (b) Elaborate the importance of news values in the news production.

12. (a) Enlist the basic skills required to become a crime reporter.

Or

- (b) Explain the basic concept of news reporting.

13. (a) Discuss the principles of science and technology reporting.

Or

- (b) Elaborate the main characteristics of interpretive journalism.

14. (a) Explain the concept and significance of news editing.

Or

- (b) Discuss the functions of marketing department in the Newspaper.

15. (a) Describe the procedures involved in the process of copy editing.

Or

- (b) Discuss the functions of chief reporter in a regional Newspaper.

PART C — (3 × 10 = 30 marks)

Answer any THREE of the following questions.

16. Describe the importance of sources in the process of news making.
 17. Briefly explain the current trends in political reporting.
 18. Elaborate the different types of news editing.
 19. Sketch out the structure of an editorial board of the national Newspaper.
 20. Describe the duties and responsibilities of a News editor of the news channel.
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D-1483

Sub. Code

30921

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

Second Semester

THEORIES OF COMMUNICATION

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Feedback.
2. Circular model.
3. Body Language.
4. Verbal Communication.
5. Cross cultural Communication.
6. Public opinion.
7. Agenda setting.
8. Two-way Communication.
9. Passive audience.
10. Alternative Communication.

PART B — (5 × 5 = 25 marks)

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

11. (a) Depict the advantages of group communication.

Or

- (b) Discuss the cultural approach to the concept of communication.

12. (a) Write brief note on libertarian theory.

Or

- (b) Explain in detail the Gestalt theory of motivation.

13. (a) Enlist the pros and cons of gate keeping in communication.

Or

- (b) Bring out the basic principles of Social categories theory.

14. (a) What are the characteristics of Active audience?

Or

- (b) Examine the applicability of eastern theories in Indian context.

15. (a) Discuss the key constructs of participatory Communication.

Or

- (b) Discuss the features and advantages of new media communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE of the following questions.

16. Discuss the unique components of verbal communication
 17. Explicate the salient features of psychological theories of Communication.
 18. Exemplify the functions and dysfunctions of Communication in the Social context.
 19. Elaborate the current trends in audience analysis.
 20. Describe any two theories of communication for development.
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D-1484

Sub. Code

30922

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

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. Green advertising.
2. Omnibus layout.
3. Celebrity endorsements.
4. Transit advertising.
5. Classifieds.
6. Deceptive advertising.
7. PRSI.
8. Unfair trade practice.
9. DAVP.
10. Press kit.

PART B — (5 × 5 = 25 marks)

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

11. (a) Summarise the *functions* of advertising.

Or

- (b) Define Corporate advertising and distinguish it from product advertisements.

12. (a) Briefly outline the different *types of headlines and body copy* used in print advertisements.

Or

- (b) What are jingles? Discuss their merits and limitations.

13. (a) Define *Public Relations* and distinguish it from advertising and marketing.

Or

- (b) Examine the concept of *lobbying* and describe its nature.

14. (a) What are *in-house journals*? How do they help public relations activities of an organization?

Or

- (b) Assess the *significance of newsletters* in creating a favourable public opinion.

15. (a) Analyse the *change in the advertisement strategies* of any two products of your choice during the COVID 19 period.

Or

- (b) Identify the *association* between public relations and *image building* of an organization.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five.

16. Demonstrate the various *appeals* used in advertisements with examples.
 17. *Classify* advertisements based on *geographic segmentation and media*.
 18. Discuss the guidelines to be followed for commercial advertising in *Doordarshan* and distinguish them from that of satellite television channels.
 19. Discuss the merits and limitations of various *PR tools*.
 20. Critically evaluate the functioning of *Public Relations system in the Indian Public Sector*.
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D-1485

Sub. Code

30923

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

Second Semester

AUDIO PRODUCTION

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. DTS and DDS sound.
2. AM and FM broadcasting.
3. Acoustics and psycho-acoustics.
4. Directional and omni directional microphone.
5. Mono and stereo sound.
6. CODEC.
7. A – B Role Editing.
8. Vox-Populi.
9. *Voyalum Vaazhvum.*
10. Community Radio.

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a note on shot gun microphone.

Or

- (b) Write short note on
(i) Ambience
(ii) Impedance.

12. (a) Briefly explain the functions of any one of the Apple Mac Editing Software.

Or

- (b) Name any Two Multi-layered Audio Editing Software and its functions.

13. (a) Explain the diverse formats of radio programmes.

Or

- (b) Describe the ground rules to be followed writing and production of radio plays.

14. (a) Describe the structure of Radio news bulletins in AIR.

Or

- (b) Describe the principals of news presentation.

15. (a) Name three Editing Techniques and explain them.

Or

- (b) Explain the Non- Linear process of Editing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. How does an audio signal measured? Explain the functions of various monitoring meters.
 17. Explain the working principle of dynamic microphone and condenser microphone.
 18. Analyse the contents qualities of private FM radio channels which you listen to.
 19. How do you conduct research to introduce a new programme in Private FM radio?
 20. Explain the process of dobbing in audio production.
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D-1486

Sub. Code

30924

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

Second Semester

VIDEO PRODUCTION

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. CCD.
2. Non-linear editing.
3. Production crew.
4. Color temperature.
5. Zoom lens.
6. Analogue and digital video recording format.
7. Time code.
8. Aspect ratio.
9. Foot candle.
10. Blue matte.

PART B — (5 × 5 = 25 marks)

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

11. (a) List some of the common methods for generating ideas for a TV production.

Or

- (b) Discuss in detail the 'rule of third'.

12. (a) Distinguish between digital and analogue video formats.

Or

- (b) Discuss the role and function of a typical production team.

13. (a) Describe the different lighting arrangements for Video production.

Or

- (b) Discuss the different kind of microphones used in a studio.

14. (a) Discuss the key problems involved in digital camera maintaining.

Or

- (b) Examine the various kinds of video recording formats.

15. (a) What are the primary functions of editing?

Or

- (b) Discuss some of the principles of editing complexity.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the three stages of production and its process with suitable illustrations
 17. Discuss in detail the human resource requirements for a TV broadcasting station. Include a discussion of Technical and Software personnel required
 18. Prepare a detailed list of major instruments that would be required to set up a TV production studio. Include in your answer details of manufacturer and/or suppliers.
 19. Discuss the various equipments found in a non-linear editing studio.
 20. How does graphics and titling get more importance in Television Production?
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D-1487

Sub. Code

30931

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

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. Text.
2. Graphics.
3. Layout.
4. Balance.
5. Name plate
6. Edit page.
7. Special page.
8. Logo.
9. JPEG.
10. 2D.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the characteristics of a good newspaper design.

Or

- (b) List the rules to be followed in the newspaper page layout.

12. (a) What is the basis for graphic communication?

Or

- (b) Bring out the rules of modern design elements.

13. (a) How do visuals communicate?

Or

- (b) Discuss the steps involved in editing the picture.

14. (a) Explain how colour visuals influence the perception.

Or

- (b) What is style sheet? How does it guide in newspaper designing?

15. (a) Different sections in the newspaper have design features. How do they look different? Illustrate.

Or

- (b) Front page design is the window to the entire newspaper. How is it carefully projected to the readers every day?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What constitutes good newsletter design? Amplify.
 17. Lifestyle pages in the newspaper have A certain flavour. How is it achieved?
 18. Posters communicate in a unique way to the onlookers. Discuss their design strategies in terms of colour layout and typography.
 19. There are different file formats to store and transfer the designed pages. List some file types and their characteristics with a note on the specific purposes of usage.
 20. Do different lighting of the subjects photographed alter out perception? Substantiate.
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D-1488

Sub. Code

30932

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

Third Semester

COMMUNICATION RESEARCH METHODS

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Descriptive research.
2. Control group.
3. Randomization.
4. End note.
5. Variable.
6. Sampling error.
7. Random sampling.
8. Quasi experiment.
9. Parametric data.
10. Nominal variable.

PART B — (5 × 5 = 25 marks)

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

11. (a) Enlist the advantages and disadvantages of basic research.

Or

- (b) What are the differences between an experiment and a quasi experiment?

12. (a) Explain the different types of census.

Or

- (b) Explain the basic steps in the management of field research.

13. (a) Enlist the advantages and disadvantages of online polls.

Or

- (b) What is coding and classification of data in research?

14. (a) Explain the applications of non statistical methods.

Or

- (b) Examine the difference between Univariate and multivariate analysis.

15. (a) What is the difference between Mean and Medium?

Or

- (b) What are the three stages of data analysis?

PART C — (3 × 10 = 30 marks)

Answer any THREE of the following questions.

16. Discuss the importance of theories in the communication research.
 17. Explicate the pros and cons of longitudinal study.
 18. Exemplify the details of survey method with examples.
 19. Elaborate the various quantitative data collection tools.
 20. Describe the main features of a case study.
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D-1489

Sub. Code

30933

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2021.

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 the questions.

1. Right to equality.
2. Trade mark.
3. Patent.
4. Willful disobedience.
5. Section 499 of IPC.
6. Freedom of opinion and expression.
7. Rule of law.
8. Intrusion of privacy.
9. Conflict of interest.
10. Ethical dilemma.

PART B — (5 × 5 = 25 marks)

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

11. (a) Enlist the role of professional bodies in the restoration of press freedom.

Or

- (b) Explain the main provisions of intellectual property rights act.

12. (a) Briefly explain the recommendations of second pres commission of India.

Or

- (b) Explain the relevant provisions of IPC with regard to sedition.

13. (a) What are the broadcasting codes of All India radio and Doordarshan?

Or

- (b) Elaborate the features of Prasar Bharati Act.

14. (a) Explain the main objectives of GATT.

Or

- (b) Describe the laws governing the advertisement in India.

15. (a) Discuss the ethical constrains in reporting violence and brutality.

Or

- (b) Bring out the legal limitations of broadcast content complaints council.

PART C — (3 × 10 = 30 marks)

Answer any THREE of the following questions.

16. Discuss the important sections of copy right act.
 17. Elaborate the distinct features of Right to Information Act
 18. Exemplify the need of stringent cyber laws for India.
 19. Exemplify the ethical norms to be followed in investigative reporting.
 20. Describe the role of professional bodies in maintenance of standards in Journalism.
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D-1490

Sub. Code

30941

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2021.

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. ICT
2. Democratic participant theory
3. Alternative paradigm
4. Industrialization
5. Lobbying
6. Everett Rogers
7. Kheda
8. PIB
9. The Asian Tigers
10. NGOs

PART B — (5 × 5 = 25 marks)

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

11. (a) What is meant by participatory approach in development communication?

Or

- (b) Distinguish alternative paradigm from dominant paradigm of development.

12. (a) Critically evaluate the economic growth model of development.

Or

- (b) Analyse any ONE alternative development model.

13. (a) Elucidate the role of Five-year plans in the development of India after independence.

Or

- (b) Briefly outline the outcomes of SITE experiment.

14. (a) List the functions of DAVP.

Or

- (b) Examine the role of Song and drama division in development communication.

15. (a) Explain the concept of white flight. Narrate its pros and cons.

Or

- (b) Identify the role of health workers in the process of development of a country

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Illustrate the different issues involved in the process of development with examples.
 17. Briefly outline the modernization of mass media in the contemporary era.
 18. Trace the history of development in India before independence.
 19. Critically evaluate the contribution of PIB, DAVP, Song and Drama Division for the development of our country.
 20. Illustrate the role of communication in the development process with reference to Environment.
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D-1491

Sub. Code

30942

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2021.

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. RSS feed
2. Web portal
3. HTTP
4. Information overload
5. Digital Divide
6. Virtual reality
7. Creative writing
8. RTI
9. Knowledge Gap Theory
10. IM language

PART B — (5 × 5 = 25 marks)

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

11. (a) Deliberate how Computer technology is different from Information Technology.

Or

- (b) Distinguish between 'RAM' and 'ROM'. Discuss their purpose.

12. (a) Describe the process of Desktop Publishing.

Or

- (b) Examine how the Digital India scheme helps the marginalised people.

13. (a) Assess the impact of new media on traditional media. Give relevant examples.

Or

- (b) Distinguish between responsive website design and adaptive website design. Narrate their merits.

14. (a) Write one paragraph news report about Covid 19 and its impact on people for an online news media.

Or

- (b) Prepare your CV for a job in any online news channel.

15. (a) Distinguish between online newspapers from e-newspapers.

Or

- (b) Digital divide increases the gap between 'haves' and 'have-nots' Critically comment.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of FIVE questions.

16. Summarise the role of new media technologies in the day-to-day lives of Indian consumers.
 17. Design a web site for an e-commerce firm and list the steps.
 18. Differentiate between Academic writing, Journalistic writing, Creative writing and Copywriting.
 19. Define the concept of citizen journalism and the role of digital technology in it.
 20. Compare and contrast the content of online media with that of traditional media.
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D-1492

Sub. Code

30943

DISTANCE EDUCATION

M.A.(J &MC) DEGREE EXAMINATION, DECEMBER 2021.

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 identity
2. Campaign
3. Wall journal
4. Newsletter
5. Crowd sourcing
6. Horizontal communication
7. Paid media
8. Stand-up meeting
9. Press agency
10. Disaster management

PART B — (5 × 5 = 25 marks)

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

11. (a) What do you understand by the term Corporate Social Responsibility? Give an example.

Or

- (b) How would you define Corporate culture? Explain with an example.

12. (a) Demonstrate the barriers of international communication.

Or

- (b) Illustrate the macro environmental factors that influence corporate communication.

13. (a) What kind of language (tone) is used in business communication?

Or

- (b) What is grapevine? How does it influence effective communication in an organization?

14. (a) Define organizational communication. List the skills needed for effective organizational communication.

Or

- (b) Briefly outline the 4 P's of corporate communication strategy.

15. (a) Analyse the advantages and disadvantages of written communication within an organization.

Or

- (b) Identify the role of event management in corporate communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Analyse the contemporary marketing environment and discuss its pros and cons.
 17. Illustrate the various stages in the process of organising a conference.
 18. Delineate the ways of approaching a crisis and its management.
 19. Discuss the merits and limitations of various mass media for corporate communication.
 20. Critically evaluate new media as a platform for corporate communication.
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