

D-6848

Sub. Code

30911

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION.

MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

First Semester

INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION

(CBCS 2018-2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Write short notes on ALL the following.

1. Interpersonal communication.
2. SMCR.
3. Media agenda.
4. Gate keeping function.
5. List any two functions of press.
6. Radio jockey.
7. DTH.
8. DAVP.
9. Press Trust of India.
10. Advertising Standards Council of India.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the types of communication you have studied with the functions they perform.

Or

- (b) Discuss the process of communication with the help of a model you have learnt.

12. (a) What do you mean by media literacy?

Or

- (b) How do media help in education development?

13. (a) List the functions of journalism as a profession.

Or

- (b) What are the four theories of the press? Add a note on each of their special features.

14. (a) Mention the salient features of the first press commission recommendations.

Or

- (b) Elaborate on the Chanda Committee recommendations and their implications.

15. (a) What are the characteristics of print media?

Or

- (b) Distinguish the AM and FM broadcasting.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE of the following.

16. How do news agencies operate and feed news to various media organisation?
 17. Describe the structure of a local radio station and give the job profiles of its staff members.
 18. Explain the structure of a news bulletin in radio and distinguish it from a news item in the newspaper.
 19. Elaborate on the process of human communication with suitable examples.
 20. State the importance of media in political communication.
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30912

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION.

MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

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. Intrapersonal communication.
2. Feedback.
3. Agenda setting theory.
4. Surveillance function.
5. Preamble of the constitution.
6. What is folk media?
7. Satellite channels.
8. PIB.
9. News agency.
10. Brand image.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the characteristic of interpersonal communication.

Or

- (b) Discuss the process of mass communication.

12. (a) What do you mean by media advocacy?

Or

- (b) How do media contribute to national development?

13. (a) List the functions of a journalist.

Or

- (b) What do you mean by social responsibility theory of the press?

14. (a) Mention the salient features of the second press commission recommendations.

Or

- (b) Brief note on the Verghese Committee recommendations and their implications.

15. (a) What are the characteristics of television media?

Or

- (b) List the characteristics of new media.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE of the following.

16. Newspaper business is both an industry and public service. Amplify.
 17. Describe the structure of an advertising agency and give the job profiles of its staff members.
 18. Name some programme formats in television and discuss their content with examples.
 19. Elaborate on the meaning making process in human communication with suitable examples.
 20. How and why are film personalities popular in political sphere in Tamil Nadu?
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DISTANCE EDUCATION
M.A. (J & MC) DEGREE EXAMINATION.
MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

First Semester

PHOTOGRAPHY

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 2 = 20$ marks)

Answer ALL questions.

1. SLR camera.
2. Wide lens.
3. Megapixel.
4. Aperture.
5. Shutter speed.
6. View finder.
7. Tripod.
8. Lens hood.
9. Light intensity.
10. Portrait.

PART B — (5 × 5 = 25 marks)

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

11. (a) Draw the diagram of a camera and label the parts.

Or

- (b) Discuss the functions of composition in photography.

12. (a) What do you understand by depth of field? Elaborate.

Or

- (b) State some lenses you have used and explain their functions.

13. (a) List the ideal qualities of a good news photographer

Or

- (b) Explain the techniques of covering a public meeting by a photojournalist.

14. (a) Discuss the importance of photography in sports reporting.

Or

- (b) Elaborate on the method of doing a photoshoot of a VIP in your city.

15. (a) What are the points to be noted while doing wildlife photography?

Or

- (b) How will you use lighting to bring the desired mood? Illustrate your answer.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE of the following.

16. List the differences between indoor and outdoor photography.
 17. Describe the process of uploading a picture you have taken in your facebook page.
 18. Explain the roles and responsibilities of the photojournalist while covering protests and strikes.
 19. Elaborate on the process doing a photo essay for your daily newspaper.
 20. How will you prepare yourself to go for war reporting as a photographer?
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30914

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION.

MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

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. Journalism.
2. News beat.
3. Lead.
4. News source.
5. Date line.
6. Subbing.
7. Banner head.
8. Proofreader.
9. Chief of Bureau.
10. Editing.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention some definitions of news.

Or

- (b) Discuss the functions of journalism as a professional responsibility.

12. (a) What do you understand by news values? Elaborate.

Or

- (b) State some sources of news and how are they helpful in news writing?

13. (a) List the ideal qualities of a good reporter.

Or

- (b) Explain the techniques of reporting a public meeting.

14. (a) Discuss the importance of sports reporting.

Or

- (b) Elaborate on the method of doing an investigative story.

15. (a) What are the points to be noted while doing business reporting?

Or

- (b) How will you write a film review?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE of the following.

16. How is a news story written? Illustrate your answer.
 17. Describe the structure of a news story.
 18. Explain the roles and responsibilities of the sub editors.
 19. Elaborate on the process of circulation of the daily newspaper.
 20. How will you write an interpretative column on a recent issue?
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DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION.

MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

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. Why is communication important?
2. What is decoding in interpersonal communication?
3. What is gatekeeping in the media?
4. What is semantic noise in language?
5. What is the behavioral social theory?
6. What is the audience theory?
7. Write about media pluralism?
8. What is visual persuasion?

9. What are the press theories?
10. Define feedback.

PART B — (5 × 5 = 25 marks)

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

11. (a) Why is Shannon's Mathematical theory of communication called the precursor of the Information Theory?

Or

- (b) Explain how the theory of Gatekeeping works in media organizations with special reference to dailies.
12. (a) What is 'Spiral of Silence'?

Or

- (b) Discuss the principles of media pluralism.
13. (a) What are the approaches to the study of sociology of mass communication?

Or

- (b) Examine how new communication technologies prove the concept of 'Global Village'.
14. (a) Does Diffusion of ICT cause yet another social fragmentation in society? Justify.

Or

- (b) Distinguish the dominant paradigm from the alternative paradigm for mass communication theory.

15. (a) Content is influenced by media organizational routines. Explain.

Or

- (b) Examine media dependency of the people and how media fulfill their gratifications.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Describe the basic approaches to the study of media theories.
17. The models of communication have developed through four stages. Elaborate.
18. Discuss some of the basic theories related to the phenomenon of inter-personal communication.
19. Explain the Marxist theory in detail with reference to social issues pertaining to India.
20. What is Information Society? How relevant is the concept for a developing country and a developed? Discuss with examples.

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DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION.

MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

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. Define advertising.
2. Explain content writing.
3. What is body copy?
4. Who is a PRO?
5. What is a radio spot?
6. What is an in-house advertisement agency?
7. Explain radio jingles.
8. Define Public Relation.
9. Write a note on ethics in advertising.
10. List some functions of ASCI.

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a note on the evolution and growth of advertising in India.

Or

- (b) Explain the structure of an advertisement copy with example.

12. (a) How can visualization help an advertisement extend its reach?

Or

- (b) Write down a set of guidelines to follow while developing a headline for an advertisement.

13. (a) Explain the fundamentals of art work in designing an advertisement.

Or

- (b) Discuss the code of ethics for commercial advertising in AIR.

14. (a) Elaborate on responsibilities of Advertising Standard Council of India.

Or

- (b) What is the need for Public Relations?

15. (a) Explain the functions of the Public Relations Office.

Or

- (b) Write a note on media relations in a corporate organization.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elaborate on the different types of advertising with examples.
 17. Write a note on copy writing for print advertisement with examples.
 18. Delineate on the organizational structure of an advertising agency.
 19. List the stages of the PR process.
 20. Discuss the current trends in Public Relations for health industry.
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DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION.

MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

Second Semester

AUDIO PRODUCTION

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART 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?

PART 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) Enlist the input devices required for sound recording.

12. (a) Describe the advantages of community radio.

Or

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

13. (a) List the advantages and features of radio online.

Or

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

14. (a) Write about the importance of budget in video production.

Or

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

15. (a) What is your opinion on the future of radio?

Or

(b) Write in detail the various recording software's in the industry.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Explain the importance of continuity in editing with suitable examples.
 17. Describe the advantages and complexities of digital recording.
 18. Elucidate the technological features of different types of microphones.
 19. Describe the functions of special effects units in audio-recording.
 20. How has the digital technology revolutionized production and delivery of audios?
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DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION.

MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

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. Video file format.
2. Production assistant.
3. Framing.
4. Audio plays.
5. Camera angles.
6. Live-shows
7. Voice-over.

8. Composition.
9. Makeup.
10. Business reporting.

PART B — (5 × 5 = 25 marks)

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

11. (a) Who constitute production crew? Delineate the hierarchical positions involved in production crew.

Or

- (b) Compare and contrast the characteristics involved in documentaries and live-shows.

12. (a) Brief on each of the technical equipment required for a typical shooting.

Or

- (b) How does voice-over enhance the ability of the script?

13. (a) Define shooting. Elaborate on the types of shooting.

Or

- (b) Brief on the preproduction planning stages in the make of film.

14. (a) Define video recording. Elaborate on each of the video record formats.

Or

- (b) What is the role of pace and timing in a film?

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

Or

- (b) Site the legal issues involved in production of a film/documentary.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Elaborate on the glamorous elements of video effects turned from reel to digitization in the film industry.
17. Writing the script or producing a story board before the shoot brings clarity in designing a film/documentary-Argue the statement.
18. Explain the importance of budget while planning a mega live shows/serials.
19. Encompassing all the works involved in the video production how pertinent is meeting the deadline.
20. Elaborate the terms:
- (a) Professional practice
 - (b) Legal issues
 - (c) Ethics
 - (d) Linear editing
 - (e) Non-linear editing

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DISTANCE EDUCATION
M.A.(J&MC) DEGREE EXAMINATION
MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

Third Semester

GRAPHIC COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Visuals
2. Typography
3. Design
4. Contrast
5. Oped Page
6. Supplement
7. Letters to the editor
8. GIF
9. 3D
10. Masthead

SECTION B — (5 × 5 = 25 marks)

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

11. (a) What are the components of visual design?

Or

- (b) How do graphic design inject liveliness to the visual?

12. (a) Discuss the salient features of a print advertisement.

Or

- (b) How is a typical sports page designed?

13. (a) Bring out the characteristics of a good typeface for body text of a newspaper.

Or

- (b) Mention the significance of imprint line found in any publication.

14. (a) Balance and contrast to key elements in designing. Illustrate.

Or

- (b) How does colour enhance visual pleasure?

15. (a) Take any logo you like and analyse the graphic elements of it.

Or

- (b) Business card is a good example of how the personality of the company or the individual is revealed. Elaborate.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Consider you light reading section in your favourite newspaper and analyse the design elements with illustration.
 17. Travel holdings are attractive and brightly coloured. Take any design you like the best and analyse its features.
 18. What are curves and surfaces in graphic communication? Bring out their significance with examples.
 19. Each newspaper maintains an identity and the readers identify them unconsciously. What is the design characteristic of your favourite newspaper? Elaborate.
 20. Cropping is an important stage in newspaper designing. What are the steps to identify the picture in the photograph that is selected for publication? Illustrate.
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DISTANCE EDUCATION
M.A.(J&MC) DEGREE EXAMINATION
MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

Third Semester

COMMUNICATION RESEARCH METHODS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Applied research
2. Primary data
3. People's meter
4. Central Tendency
5. Control group
6. Dependent variable
7. Standard deviation
8. Factor Analysis
9. T- test
10. Mean, Mode

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Discuss the key elements of communication research.

Or

- (b) Bring out the fundamentals of observation method.

12. (a) Enlist the steps to be followed in the focus group study.

Or

- (b) Explain the details of random sampling method.

13. (a) Describe the features of descriptive research approach.

Or

- (b) Explain the purpose of a test of significance in research.

14. (a) Bring out the significance of tests of reliability.

Or

- (b) Explain the three major citation styles used in academic writing.

15. (a) Discuss the uses of graphical representation of data.

Or

- (b) What are three types of correlation?

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

Answer any THREE of the following questions.

16. Discuss the scope and importance of communication research.
 17. Elaborate the three basic approaches of qualitative content analysis.
 18. Describe the advantages and disadvantages of Questionnaire.
 19. Distinguish parametric test from non parametric tests.
 20. Describe the key features of any two statistical tools.
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DISTANCE EDUCATION
M.A.(J&MC) DEGREE EXAMINATION
MAY 2021 EXAMINATION

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MAY 2020 ARREAR EXAMINATION

Third Semester

MEDIA LAWS AND ETHICS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Reasonable restrictions
2. Freedom of expression
3. Code of ethics
4. Libel and slander
5. Copy right infringement
6. Cheque book journalism
7. Civil defamation
8. Media privilege
9. Ethical constraints
10. Criminal Procedure Code

SECTION B — (5 × 5 = 25 marks)

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

11. (a) What are the directive principles of state policy in Indian constitution?

Or

- (b) Elucidate the powers and privileges of state legislative assemblies.

12. (a) Explain the recommendations of first press commission of India.

Or

- (b) Bring out relevant provisions of IPC with regard to crime against women.

13. (a) Enlist the four categories of intellectual property protections.

Or

- (b) What are the key provisions of convergence bill?

14. (a) Explain the main provisions of domestic violence act.

Or

- (b) Examine the ethical construes in reporting child related crimes.

15. (a) Discuss the major copy right issues prevailing in India.

Or

- (b) Describe the main principles of journalist code of conduct.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE of the following questions.

16. Discuss the important provisions of contempt of courts act.
 17. Explicate the salient features of Press Council of India's norms of journalistic conduct in India.
 18. Exemplify the main provisions of law of defamation.
 19. Elaborate the details of Cinematographic Act 1952.
 20. Describe the salient features of Information Technology Act 2000.
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DISTANCE EDUCATION
M.A. (J&MC) DEGREE EXAMINATION
MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

Fourth Semester

DEVELOPMENT COMMUNICATION
(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Sustainable development.
2. Dependency theory.
3. Community.
4. Social mobilization.
5. Advocacy.
6. Laggards.
7. SITE.
8. White Flight.

9. Capacity building.
10. Globalization.

SECTION B — ($5 \times 5 = 25$ marks)

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

11. (a) Briefly outline the dysfunctions of development.

Or

- (b) Assess the pros and cons of dominant paradigm.

12. (a) Critically evaluate the industrialization approach to development.

Or

- (b) Analyze any ONE alternative development model.

13. (a) Elucidate the nature of Radio rural forums in the independent India.

Or

- (b) Discuss the outcomes of Kheda experiment.

14. (a) Write a short note on: PIB.

Or

- (b) Examine the role of traditional media in development communication.

15. (a) Identify the role of NGOs in the development of our country.

Or

- (b) What do you understand by the term Asian tigers? How are they relevant to the concept of development?

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

Answer any THREE questions.

16. Define development and explain the various indicators of development.
 17. Examine the role of mass media in the development process.
 18. Trace the history of development in India after independence.
 19. Critically evaluate the contribution of NGOs in the development of a region.
 20. Illustrate the role of communication in the development process with the help of a case study.
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DISTANCE EDUCATION
M.A. (J&MC) DEGREE EXAMINATION
MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

Fourth Semester

NEW MEDIA COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Bandwidth.
2. DNS.
3. Bit.
4. Cache.
5. Cookies.
6. Cyberspace.
7. DOS.
8. FTP.
9. GUI.
10. Instant messaging.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Discuss how new media technology helps students of media studies?

Or

- (b) Distinguish between 'Dial-up internet' and Broadband internet'.

12. (a) Delineate the process of 'Search Engine Optimization.

Or

- (b) Explain the features and functions of 'DTP'.

13. (a) Analyze how social networking platforms impact youngsters with relevant examples.

Or

- (b) Distinguish intranet from internet with relevant examples.

14. (a) What are the steps would you follow when you write an online news report?

Or

- (b) Write a covering letter while applying for a job in the advertising field.

15. (a) Delineate the nuances of setting and structing questions for an interview program.

Or

- (b) How do you find authentic sources to collect data for your program? Explain with examples.

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

Answer any THREE questions.

16. Elaborate on the processes of LAN, MAN, WAN, CAN with relevant examples.
 17. Delineate the steps to be followed to develop, promote and maintain a website.
 18. Elaborate how online media helps citizen journalism.
 19. Assess the influence of new media on traditional media with a case study.
 20. Illustrate the skills required for a news anchor for conducting celebrity interviews.
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30943

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION

MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Corporate films
2. Philanthropy
3. Extranet
4. Jargon
5. Strategy
6. Corporate social responsibility
7. In-house journal
8. Stakeholders
9. Grapevine communication
10. Crisis management

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Delineate the concept of internal communication. Discuss its nature.

Or

- (b) Identify the need for event management in corporate communication.
12. (a) Illustrate the micro environmental factors that influence corporate communication.

Or

- (b) How do conferences help in corporate communication?
13. (a) What do persuasive messages mean? Explain with an example.

Or

- (b) Demonstrate the concept of corporate identity with an example.
14. (a) Analyze the importance of leadership in organizational communication.

Or

- (b) Assess the barriers of business communication.
15. (a) What are push, pull and profile strategies? Discuss.

Or

- (b) How would you define a crisis? In what ways is crisis management a critical organizational function?

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

Answer any THREE questions.

16. Illustrate the various stages in the process of Corporate Identity/Image building.
 17. Define a communication campaign and discuss few strategies used by Corporate for effective communication.
 18. Examine the relevance of media relations for effective corporate communication.
 19. Differentiate between upward, downward, parallel and lateral communication with reference to the functioning of an organization. Discuss nature.
 20. Critically evaluate new media as a platform for Disaster management.
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