

D-7485

Sub. Code

30911

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, DECEMBER 2022.

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. One way communication
2. Cable Television
3. Press freedom
4. PTI
5. Web radio
6. Set of Box
7. Linear Model of Communication
8. Broadcasting codes
9. DAVP
10. IFWJ

PART B — (5 × 5 = 25 marks)

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

11. (a) What is non linear model of Communication?

Or

- (b) Write a short note on Community Radio.

12. (a) Explain the responsibilities of press in the society.

Or

- (b) Identify the influence of new media on human communication.

13. (a) Give a brief note on INS.

Or

- (b) Enlist the advantages of Cable revolution.

14. (a) Elaborate the recommendations of Karanth working group.

Or

- (b) Explain the duties and responsibilities of Press Information Bureau.

15. (a) Explain the importance of media literacy.

Or

- (b) Describe the functions of AAI and ILNA.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five.

16. Discuss the different forms of Communication with examples.
 17. Explain the functions of DAVP.
 18. Explicate the recommendations of Chanda committee and Joshi committee.
 19. Describe the functions of news agencies in India.
 20. Elucidate the advantages and disadvantages of mass media in India.
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D-7486

Sub. Code

30912

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2022.

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. Young India
2. PTI
3. Hard news
4. Kumudham
5. Calcutta General Advertiser
6. Swadesamitran
7. Magazine Reporting
8. Letter to Editor
9. Inverted Pyramid
10. Whatsapp.

PART B — (5 × 5 = 25 marks)

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

11. (a) After independence, how did the newspapers character and ownership pattern changed fast?

Or

- (b) What are the sister publications of *Vikatan* group? Explain its characters.

12. (a) Explain the concept and importance of Journalism in digital era.

Or

- (b) How reporting is different for a newspaper, radio and television?

13. (a) Describe the growth and development of News Agencies in India.

Or

- (b) Trace the growth of Journalism till today's modern Journalism.

14. (a) Describe the functions of *Vivid Bharathi*.

Or

- (b) Define the social objectives and Code of Ethics for Public broadcasting.

15. (a) Describe the development of Indian films in early days.

Or

- (b) Explain the role of Indian films during independence.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. 'Folk media/Traditional media is best communication medium' how this statement suit in the digital era.
 17. Discuss about the advantages and disadvantages of Electronic Communication.
 18. Describe the programme pattern of public broadcasting media with suitable examples.
 19. Differentiate the parallel cinema from commercial cinema.
 20. List the socio, economic issues portrayed in mass media after independence.
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30913

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2022.

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. DSLR.
2. Focal length
3. Reflection
4. Aperture
5. Rule of Third
6. View Finder
7. Tripod
8. Bulb flash
9. Portrait
10. Photo Journalism.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the early history of photography in India.

Or

- (b) Explain the basic tools of photography.

12. (a) Discuss the basic rule and conventions of composition.

Or

- (b) Explain the basic features of SLR and TLR.

13. (a) What is angle of view and perspective?

Or

- (b) Explain the distinctive features of photo flood lamp.

14. (a) Enlist the basic rules of sports photography.

Or

- (b) What are the key elements of a photo essay?

15. (a) Explain the basic features of a photo magazine.

Or

- (b) Briefly explain the advantages of a photo editing software's.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions out of Five.

16. Discuss the different types of cameras and their features.

17. Briefly explain any five basic compositions of photography.

18. Describe the characteristic features of artificial light sources.
 19. Elucidate the different types of landscape photography.
 20. Explicate the basic qualities of photo Journalism.
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D-7488

Sub. Code

30914

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2022.

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. Traditional journalism
2. Political reporting
3. Editorial department
4. Copy desk
5. Picture editing
6. Beat reporting
7. News values
8. Inverted pyramid style
9. News editor
10. Interpretative reporting.

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the importance of news sources.

Or

- (b) Explain any five news values.

12. (a) Describe the basic principles of science and technology reporting.

Or

- (b) Explain the concept of development reporting with examples.

13. (a) Describe the three basic steps employed in news editing.

Or

- (b) Delineate the functions of marketing department in a newspaper.

14. (a) Describe the art of copy editing.

Or

- (b) Elucidate the advantages of computerized editing.

15. (a) Bring out the significance and functions of a resident editor.

Or

- (b) Explain the advantages of citizen journalism.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Describe the current trends in political reporting in India.
 17. Delineate the contemporary trends in interpretative reporting in India.
 18. Discuss the basic principles involved in news editing.
 19. Discuss the difference between newspaper editing and magazine editing.
 20. Explicate the role and functions of news editor in a regional Newspaper.
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D-7489

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30921

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2022.

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 questions.

1. Spiral of silence
2. Aristotle model
3. Cultural barrier
4. Decoding
5. Gestures
6. Pictographs
7. Propaganda
8. Niche audience
9. Selective exposure
10. Narcosis effect.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the purpose of communication in human life.

Or

- (b) Enlist the scope of Communication.

12. (a) Write brief note on socialist and Culturalist.

Or

- (b) Delineate the importance of feedback in the communication.

13. (a) Explain the basic concept of users and gratification theory.

Or

- (b) Discuss the role and functions of political communication in India.

14. (a) What are various types of communication behavior?

Or

- (b) Discuss the basic constructs of social categories theory.

15. (a) Explain the phrase “Medium is the message” and describe it with an example.

Or

- (b) Bring out the significance of participatory communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five.

16. Explicate the advantages and disadvantages of intra and interpersonal communication.
 17. Explain the different types of Nonverbal communication with illustrations.
 18. Discuss the basic concepts of Authoritarian theory and Libertarian theory with suitable examples.
 19. Describe the importance of active and passive audience theories.
 20. Elucidate how communication technology is transforming Indian politics?
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D-7490

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30922

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2022.

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. Billboard
2. Monologue body copy
3. Circus layout
4. Bait and Switch offer
5. Deceptive advertising
6. AAA
7. Press meet
8. PRSI
9. Lobbying
10. Ombudsman

PART B — (5 × 5 = 25 marks)

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

11. (a) Analyse the nature and scope of online advertisements.

Or

- (b) Exemplify the nuances of copywriting.

12. (a) Distinguish classified advertisements from other types of advertisements with an example.

Or

- (b) List the functions of an advertising agency.

13. (a) Compare and contrast advertising and public relations.

Or

- (b) Describe the constitution and functioning of Advertising Standards Council of India.

14. (a) Describe the qualities and responsibilities of a PRO.

Or

- (b) Distinguish PR from publicity.

15. (a) Examine the role of PR in the image building process of an organization.

Or

- (b) What is meant by crisis management? Identify the role of PR in it.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Define visualization and explain in detail, its various stages.
17. What are advertising appeals? Describe the different types of appeals with examples.
18. Illustrate the components of a print advertisement and explain their significance.
19. Trace the development of PR in India.
20. Examine the role of
 - (a) Newsletters
 - (b) Press release and
 - (c) In-house journals in public relations.

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30923

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2022.

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. Midi
2. Synthesizer
3. Signal ratio
4. Perception of sound
5. Special effects
6. Frequency
7. Acoustics
8. Sound wave
9. Analog
10. Digital audio.

PART B — (5 × 5 = 25 marks)

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

11. (a) Give your opinion of presentations of RJs.

Or

- (b) Explain any two skills a Radio Jockey should possess.

12. (a) Explain the features of different types of microphones.

Or

- (b) Has radio talk gained popularity? Give your answer with reasons and examples.

13. (a) Describe briefly the functions of a radio reporter.

Or

- (b) Explain the basics of radio news reporting.

14. (a) Discuss the importance of language in Radio news presentation.

Or

- (b) Distinguish between Radio talk and Radio feature.

15. (a) How does Radio news is different from the newspaper news?

Or

- (b) Describe the role of News Editor in compiling and prioritizing the news.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Trace the growth of radio broadcasting in India after independence.
17. Briefly discuss the elements that can enhance the popularity of radio channel.
18. Write a radio feature on 'Traffic Police Service' in your city. Prepare your script with necessary sound bites.
19. Discuss the specialties of radio interview. How does it differ from the audio visual interview?
20. Do you think that radio feature requires documentation? Distinguish between radio feature and news feature giving suitable examples.

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30924

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2022.

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. Console
2. PCR
3. VHS
4. HD Video
5. Blue Ray discs
6. Digital Film Censorship
7. Visual Literacy Montage
8. Tracking Shot CBFC
9. Multiplex in India
10. Use of Clippings Live Coverage.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the different types of camera lenses and filters.

Or

- (b) Explain the basic steps required for pre-production stage.

12. (a) Describe the various stages of developing story.

Or

- (b) Explain the way of developing story into screen play.

13. (a) Explain the evolution of the language of film with examples.

Or

- (b) The language of the film is not the language of the words — Elucidate.

14. (a) How do the audio-visuals help in communication process?

Or

- (b) Explain the difference between news anchoring and programme anchoring.

15. (a) What are the rules to be followed while writing dope sheets?

Or

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

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the different composition of shots and movements with suitable illustrations.
17. Describe the different stages of Audio-Video production.
18. Analyse the impact of any one of the TV programme which you have been seen recently.
19. Discuss the challenges involved in planning and budgeting for TV programme production.
20. Write short note on :
 - (a) Vision mixer
 - (b) Audio mixer
 - (c) Character generator
 - (d) Digital Video effects
 - (e) Time line.

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30931

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2022.

Third Semester

GRAPHIC COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Visual illusion
2. Harmony
3. Rough layout
4. Eye movement
5. Analogous colours
6. Style sheet
7. Optic centre
8. Feature pages
9. Promotional material
10. Encapsulated Postscript

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the essentials of an effective design.

Or

- (b) Define legibility and readability. Establish the need for them in graphic communication.

12. (a) What are contours? How are they created?

Or

- (b) Explain in detail, Gestalt's principles of visual perception with illustration.

13. (a) Define a template and distinguish it from style sheet and master page.

Or

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

14. (a) Illustrate the salience of product and packaging design.

Or

- (b) What is meant by hospitality material? Establish the necessity for their effective design by corporate Companies.

15. (a) How important is balance in a design? Discuss its different types.

Or

- (b) How does contrast help in creating interest in a design. Illustrate.

PART C— (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elaborate the principles of design with illustrations.
 17. Demonstrate the components and basics of publication design.
 18. Describe in detail, the various phases in the dummy preparation of magazine production.
 19. Summarise the different file formats like GIF, JPEG, TIFF etc. used in graphic design and discuss their application.
 20. Differentiate between 2-D and 3- D animation and explain the differences in their creation.
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D-7494

Sub. Code

30932

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2022.

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. Quasi Experimental
2. Logistics Groups
3. Survey
4. Correlation
5. Random Sampling
6. SPSS
7. Reliability
8. People meter
9. Case study
10. Sampling

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the elements of research?

Or

- (b) What is simple random sampling?

12. (a) What is sampling error? Why is it important?

Or

- (b) Differentiate questionnaire from interview schedule.

13. (a) Discuss the four assumptions of parametric statistics.

Or

- (b) Write brief note on Empirical research.

14. (a) How are audience measured?

Or

- (b) Describe the advantages and disadvantages of the use of graphics in data presentation.

15. (a) Illustrate the features of SPSS statistical package.

Or

- (b) What is the significance of recommendations in a research?

PART C— (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the significance of theories in Communication research with examples.
 17. How can case study be an important method for Communication research?
 18. Explain the various steps involved in the process of research report writing.
 19. Differentiate probability sampling and non probability sampling with examples.
 20. Discuss the distinctive features of the different types of data in research with suitable examples.
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30933

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2022.

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 questions.

1. Press Censorship
2. Trademark
3. Patent
4. Right to freedom
5. Libel and slander
6. Fair use of exception in copy right
7. Situational Ethics
8. Cyber Bulling
9. Tabloid Journalism
10. Investigative reporting

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Explain the distinctive features of fundamental rights.

Or

- (b) Discuss the importance of freedom of speech and expression.

12. (a) Write brief note on contempt of court.

Or

- (b) What are intellectual property rights?

13. (a) Enlist the ethical constructs in investigative journalism.

Or

- (b) Explain the key provisions of working journalists act.

14. (a) Discuss the salient features IT Act 2000.

Or

- (b) Write brief notes on domestic violence Act.

15. (a) Illuminate the basic provisions of official secrets act.

Or

- (b) Explain the importance of cyber laws in India.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions out of five.

16. Elaborate the powers and privileges of Indian parliament.
 17. Discuss the power, role and responsibilities of press council of India.
 18. Elucidate the differentiate types of Defamation with suitable examples.
 19. Explain the laws and constitutional provisions pertaining to Human Rights in India.
 20. Explicate any two recent ethical violations commissioned by Indian Media with examples.
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30941

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2022.

Fourth Semester

DEVELOPMENT COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Walt Rostow's model of development
2. Daniel Lerner
3. Human Development Index
4. Technological determinism
5. Advocacy journalism
6. Capacity building
7. Social mobilization
8. Green marketing
9. Corporate social responsibility
10. Indian rural forums

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Delineate the *participatory approach* to development communication.

Or

- (b) Describe the key features of neo-liberal model of development

12. (a) Write a short note on: *Develop indicators*.

Or

- (b) Identify the influence of industrialization on development.

13. (a) Summarise the contribution of *Wilbur Schramm* to development communication.

Or

- (b) Identify the role of opinion leaders in the process of information dissemination.

14. (a) Critically evaluate the *role of education* in development.

Or

- (b) Deliberate the *functioning of Self-help groups in Tamilnadu*.

15. (a) *Distinguish new media from traditional media* in terms of content and coverage of development stories.

Or

- (b) What is meant by *advocacy journalism*? Narrate its relevance to development communication.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Critically evaluate (a) *Cultural* (b) *Economic growth* and (c) *Industrialization models* of development
 17. Illustrate the *Innovation Diffusion model* of Daniel Lerner in the *Indian context*.
 18. Summarise the *influence of new communication technologies* on development communication.
 19. Deliberate the role of (a) *PIB* and (b) *DAVP* (c) *Song and Drama Division* in development communication.
 20. Delineate the concept of Development Support Communication and discuss its application during Covid 19 situation in Tamilnadu.
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D-7497

Sub. Code

30942

DISTANCE EDUCATION

M.A. DEGREE EXAMINATION, DECEMBER 2022.

Fourth Semester

Journalism and Mass Communication

NEW MEDIA COMMUNICATION

(CBCS 2018 – 2019 Academic year onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Stereotype
2. Online communities
3. Amplifier
4. Social media
5. Digital divide
6. Name any two media regulatory bodies.
7. Media coverage.
8. Internet and public sphere.
9. Blogs.
10. Digital media ethics.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Explain the role of new media in digital communication.

Or

- (b) Explain the qualities of a New Media journalist.

12. (a) Explain the influence of media in social behaviour.

Or

- (b) Explain the relationship between culture and new media Communication.

13. (a) Write short note on different characters of print magazines and e-zines.

Or

- (b) Explain any five types of social media platforms.

14. (a) Write brief notes on TCP/IP address.

Or

- (b) Name and explain any two types of cybercrimes.

15. (a) State any five functions of the Press Council of India.

Or

- (b) Write a short note on each of the following.

(i) Fake news

(ii) Paid news.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the characteristics of online journalism and how it differs from print Journalism.
 17. Discuss media convergence with specific examples.
 18. 'Writing for the web is different from writing for the print and broadcast medium' – Elaborate.
 19. Discuss some outstanding examples of citizen journalism in the Indian context.
 20. Discuss the content management system with its features.
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D-7498

Sub. Code

30943

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2022.

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018 – 2019 Academic year onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Corporate signature
2. Logo
3. Community relations
4. Press agency
5. Institutional advertising
6. Disaster management
7. Corporate social responsibility
8. Blogs
9. IMC
10. Grapevine communication.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Define corporate communication and discuss its nature and scope in today's scenario.

Or

- (b) List the functions of corporate communication and narrate their relevance to the success of an organization.

12. (a) Explain the meaning of the term corporate culture and outline the essentials of a corporate culture.

Or

- (b) Assess the need for counselling in an organization. Give an example.

13. (a) How important is it for an organization to get the feedback of its stakeholders? Give reasons.

Or

- (b) Exemplify the concept of green marketing.

14. (a) Describe the different channels of organizational communication and their significance.

Or

- (b) Deliberate the art of persuasion with special reference to corporate communication.

15. (a) Examine the role of corporate communication in the image building process of an organization.

Or

- (b) Identify the role of corporate communication during conflict and crisis situations.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Exemplify the concept of corporate communication design and deliberate the role of its components like corporate logo, signature etc., in the success of an organization.
17. Critically evaluate conference organization as a component of corporate communication.
18. Illustrate the status of corporate communication in an epidemic like the present COVID situation.
19. Discuss in detail, the four P's of communication strategy.
20. Summarise the tools of business communication and narrate their application.
