

D-5482

Sub. Code

30911

DISTANCE EDUCATION

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

First Semester

INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Intrapersonal Communication
2. Linear model
3. Advocacy journalism
4. Press Information Bureau
5. INS
6. PRB Act
7. Cable TV
8. Prasar Bharathi Bill
9. DTH
10. Second Press Commission

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Explain the basic models of Communication.

Or

- (b) Describe the various types of Communication.

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

Or

- (b) Examine the significance of community radio in sustainable development.

13. (a) Elucidate the functions of press registrar of India.

Or

- (b) Differentiate linear model from non linear model of communication.

14. (a) Explain the advantages and disadvantages of FM radio.

Or

- (b) Compare and contrast Interpersonal communication and Intrapersonal communication.

15. (a) Differentiate Semantic barriers from psychological barriers.

Or

- (b) Discuss the influence of technology on the means of communication.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Epitomize the current trends in the field of Indian journalism.
 17. Elucidate the important press codes and ethics of Indian journalism.
 18. Discuss the functions and legal limitations of Press Council of India.
 19. Elucidate the development of cable revolution in India.
 20. Epitomize the current trends and status of mass media in India.
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D-5483

Sub. Code

30912

DISTANCE EDUCATION

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

First Semester

EVOLUTION OF MEDIA

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions

1. Semaphore
2. Letter press
3. Wood Carving
4. Freedom of Expression
5. Chain ownership
6. Ham radio
7. Sponsored programme
8. Silent era
9. OTT Platform
10. E-Publishing

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Trace the early communication system in India.

Or

- (b) Describe the development of printing press in India.

12. (a) Enlist the various types of print media.

Or

- (b) Discuss the advantages of content making for print media.

13. (a) Trace the history of broadcasting since its inception in India.

Or

- (b) Explain the history of Television in India.

14. (a) Briefly outline the role and functions of Vividh Bharathi.

Or

- (b) What is evaluation of content in radio broadcasting?

15. (a) Bring out the influence of digital divide on the culture.

Or

- (b) Exemplify the consequences of commercialism in the media industry.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the growth and development of printing technology in India.
 17. Explicate the growth and development of Television technology in India.
 18. Elucidate the chronological history of Tamil cinema.
 19. Epitomize the various forms of Traditional Media in India.
 20. Elucidate the growth and development of internet communication in India.
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D-5484

Sub. Code

30913

DISTANCE EDUCATION

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

First Semester

PHOTOGRAPHY

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. SLR
2. Depth of field
3. Refraction
4. Pin-hole camera
5. Shutter Speed
6. ISO
7. Electronic flash
8. Halogen lamp
9. Photo feature
10. Colour Photography

SECTION B — (5 × 5 = 25 marks)

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

11. (a) What are the functions of Aperture in the digital camera?

Or

- (b) Illustrate the key elements of composition.

12. (a) Describe the role and importance of artificial light sources in photography.

Or

- (b) Discuss the different kinds of image formation.

13. (a) Explain the functions of Shutter in photography.

Or

- (b) Describe the basics rules of wild life photography.

14. (a) What are five types of landscape photography?

Or

- (b) Explain the functions of twin lens reflex in camera.

15. (a) Write short note on the use of macro lens in photography.

Or

- (b) Describe the fundamental principles of photo journalism.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions out of Five.

16. Describe the various controls of camera with illustrations.
 17. Exemplify the different types of lens used in photography.
 18. Discuss the distinctive features of various light sources used in photography.
 19. Explicate the different types of commercial Photography.
 20. Bring out the impact of digital technology on the field of photography.
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D-5485

Sub. Code

30914

DISTANCE EDUCATION

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

First Semester

REPORTING AND EDITING

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. E-Journalism
2. Style sheet
3. Staff Correspondent
4. Regional News
5. Proof reading
6. Stringer
7. In-house editor
8. Circulation
9. Financial Reporting
10. Copy editing symbols

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Explain the basic concept of reporting.

Or

- (b) Describe the key elements of news.

12. (a) Discuss the different types of leads with examples.

Or

- (b) What do you mean by interpretative reporting?

13. (a) Briefly explain the basic principles of Business reporting.

Or

- (b) Describe the role and functions of circulation department.

14. (a) Briefly explain the significance of style book.

Or

- (b) Explain the steps and precautions involved in news editing.

15. (a) Discuss the role and functions of copy desk.

Or

- (b) Explain the functions of chief reporter in a national Newspaper.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Discuss the role and functions of Journalism in the society.
 17. Describe the different types of reporting with suitable examples.
 18. Elucidate the basic principles and current trends in investigative reporting.
 19. Explain the contemporary trends in print journalism.
 20. Explicate the organization structure and functions of an editorial department.
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D-5486

Sub. Code

30921

DISTANCE EDUCATION

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

Second Semester

THEORIES OF COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Linguistic barrier
2. Gate keeping
3. Encoder
4. Public opinion
5. Alternative Communication
6. Agenda setting
7. Diffusion of innovation
8. Uses and Gratification
9. Decoder
10. Opinion leader

SECTION B — (5 × 5 = 25 marks)

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

11. (a) What is cultural barrier in communication?

Or

- (b) Enlist the disadvantages of agenda setting theory.

12. (a) Write brief note on Gestalt theory of motivation.

Or

- (b) Explain the objectives and concept of propaganda theory.

13. (a) Describe the concepts of social learning theory.

Or

- (b) Briefly describe the basic principles of cultural norms theory.

14. (a) What are different behavioral theories?

Or

- (b) What is technological determinism?

15. (a) Describe the basic constructs of cultivation theory.

Or

- (b) Discuss the advantages and disadvantages of gate keeping.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Explain any two normative theories of Communication.
 17. Explain the historical development of media theories.
 18. Elucidate the importance of Libertarian theory with examples.
 19. Describe any two sociological theories of communication.
 20. Discuss the applicability of western theories of communication in Indian context.
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D-5487

Sub. Code

30922

DISTANCE EDUCATION

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

Second Semester

ADVERTISING AND PUBLIC RELATIONS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Jingle
2. Slogan
3. Logical appeal
4. Celebrity endorsement
5. Puffery
6. ASCI
7. Newsletter
8. Negative publicity
9. Public opinion
10. Crisis Management

PART B — (5 × 5 = 25 marks)

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

11. (a) Analyse the nature and scope of *promos* and *trailers* in today's scenario.

Or

- (b) Define and give examples for a Slogan, Headline and Signature.

12. (a) Distinguish *outdoor and transit advertisements* from other types of advertisements with examples.

Or

- (b) List the functions of (i) *an account department* and (ii) *media department* in an advertising agency.

13. (a) Examine the *role of advertising* in public relations activities.

Or

- (b) Delineate the *functions of public relations* in an organization.

14. (a) Describe the procedure of conducting a press meet. Narrate its purpose.

Or

- (b) Delineate the technique of writing a *press release*.

15. (a) Analyse *event management* as a component of public relations.

Or

- (b) What are *in-house journals*? Identify their role in PR.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Enumerate the different *types* of advertisements based on *purpose, target audience and geographical area*. Give examples.
 17. Demonstrate the various *kinds of advertising layout* and narrate the different phases involved in the *execution of a print advertisement*.
 18. Assess the *effectiveness of at least five kinds of visuals used in print advertisements*. Give reasons.
 19. Summarise the *activities and operations of a PR office in a Government sector*.
 20. Summarise the *tools of public relations* and narrate their application.
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D-5488

Sub. Code

30923

DISTANCE EDUCATION

M.A. DEGREE EXAMINATION, MAY 2022.

Second Semester

(J & MC)

AUDIO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Radio Newsreel
2. Radio Reporter
3. Audience Research
4. Gyan Vani
5. Radio Editing
6. News Reader
7. Radio Feature
8. Community Radio
9. SFX
10. BBC

PART B — (5 × 5 = 25 marks)

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

11. (a) What should be the basic qualities of a RJ?

Or

- (b) State any two characteristics of a radio script.

12. (a) State and explain any five types of microphones.

Or

- (b) Explain any five types of transmission equipment.

13. (a) Explain the writing styles and production skills for radio.

Or

- (b) Explain the features of special audience programmes.

14. (a) What are the basic characteristics of radio interview?

Or

- (b) Describe the various elements of music production.

15. (a) Describe the importance of acoustics in audio booth.

Or

- (b) Define the audio editing style and techniques.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Outline of the growth of radio broadcasting in India before independence.
 17. Briefly discuss the different types of radio interview with examples.
 18. Write a radio talk on COVID 19.
 19. Write script for radio programme on 'The necessity of fire extinguishing managements in the high rise buildings'.
 20. State how do radio programmes proved that are fit to catalyst for social change.
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D-5489

Sub. Code

30924

DISTANCE EDUCATION

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

Second Semester

VIDEO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. Voice dispatch.
2. Ticker.
3. BETA
4. DV Cam
5. Script character role
6. Censorship NFDC
7. Censor board pan shot
8. Screen play
9. Research
10. Feedback

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the role of Script Writer in the process of television programme and production.

Or

- (b) Explain the role of news editor in television anchoring.

12. (a) Describe the role of members of video production crew.

Or

- (b) Explain the live sports coverage of television.

13. (a) Explain the three different stages of television production.

Or

- (b) As a producer how do you arrange telephone interview?

14. (a) Explain the duties and responsibilities of a floor manager.

Or

- (b) Describe the impact of mid shot and close-up shots in video production.

15. (a) Describe the importance of field research in TV video productions.

Or

- (b) Describe the importance of imaginary line in sound bite.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Briefly explain the different techniques of TV program production.
 17. Describe the various formats of writing a TV news story with suitable examples.
 18. 'An audio visual production is a director's creation'. – Do you think so? Discuss this context functions and responsibility of a director.
 19. Can a documentary film be described as the creative interpretation of reality? Discuss briefly a few famous documentary films of India.
 20. What is the importance of location in Audio visual production? "Today television channels have started their program shooting in foreign locations". – Elucidate.
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D-5490

Sub. Code

30931

DISTANCE EDUCATION

M.A.(J & MC) DEGREE EXAMINATION, MAY 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 perception.
2. Gestalt's principle.
3. Thumb Nail sketches.
4. Visual structure.
5. Complementary colors.
6. Master Page.
7. Page make-up.
8. Life-style pages.
9. Newsletter.
10. Interactivity.

PART B — (5 × 5 = 25 marks)

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

11. (a) List the purpose and functions of an effective design.

Or

- (b) Printing knowledge is essential for making design decisions. Do you agree? Justify your answer.

12. (a) Identify the need for editing/cropping pictures. Describe the process.

Or

- (b) What do you mean by form? Distinguish it from shape and analyze form as an element of design.

13. (a) Illustrate the color basics with the help of a colour wheel.

Or

- (b) Examine the need for dummy in a publication process. Narrate the procedure of creating one.

14. (a) Illustrate the different types of advertisement layouts.

Or

- (b) Analyze the purpose behind creating collateral materials. Discuss the essentials of designing them.

15. (a) Distinguish raster images from vector images. Narrate the application of both.

Or

- (b) Describe the salient features of any one software used for designing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Summarize the basic components of graphic design and discuss their significance in conveying the message.
 17. Delineate the significance of i. Spacing ii. Typography in designing.
 18. Demonstrate the tools and features of Quark Express. Discuss its merits and limitations.
 19. Elaborate the input and output devices necessary to create graphic design using computers.
 20. Explain how lighting, perception and depth of field are used to create 3-dimensional graphics.
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D-5491

Sub. Code

30932

DISTANCE EDUCATION

M.A.(J &MC) DEGREE EXAMINATION, MAY 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. Research question
2. Pre test
3. Coefficient
4. Focus group
5. Schedule
6. Non-random sampling
7. Uni-Variate
8. Sampling error
9. Census method
10. Applied research

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the basics of scientific approach in research.

Or

- (b) Describe the significance of reliability and validity in research.

12. (a) Write a short note on experimental research.

Or

- (b) Describe the significance of pilot study in research.

13. (a) Explain the distinctive features of quantitative research.

Or

- (b) What is purposive sampling?

14. (a) Explain the steps involved in observation method.

Or

- (b) What is mean? How do you calculate the mean in data?

15. (a) “Defining a problem place a substantial role in the research”. Explain.

Or

- (b) Write brief short note on Null-Hypothesis.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Discuss the various types of sampling techniques with examples.
 17. Describe the different types of hypothesis with suitable examples.
 18. Illustrate the role of research design in the research process.
 19. Explicate the ethical perspectives of mass media research with examples.
 20. Elucidate the salient features of basic statistical tools used in communication research.
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D-5492

Sub. Code

30933

DISTANCE EDUCATION

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

Third Semester

MEDIA LAWS AND ETHICS

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. Defamation.
2. IPC.
3. Right to information.
4. Official secrets act.
5. Fundamental rights.
6. Piracy.
7. Intellectual property.
8. GATT
9. Working journalist.
10. IT Act.

PART B — (5 × 5 = 25 marks)

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

11. (a) Elucidate the important historical developments of media laws in India.

Or

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

12. (a) Differentiate civil and criminal law of defamation.

Or

- (b) Explain the laws dealing with obscenity.

13. (a) Describe the key provisions of registration of books act.

Or

- (b) Discuss the key provisions of Copy Right act.

14. (a) List out the Indian broadcasting codes.

Or

- (b) Discuss the genesis of Indian penal code.

15. (a) Explain the nature and scope of cyber laws in India.

Or

- (b) Elucidate the functions of broadcast content complaints council.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Explicate the salient features of directive principles of state policy.
 17. Explain the key recommendations of first and second press commissions of India.
 18. Discuss the relevant provisions of IPC with reference to women and children.
 19. Elucidate the key provisions of cinematography act.
 20. Discuss the significance right to information in the contemporary scenario.
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D-5493

Sub. Code

30941

DISTANCE EDUCATION

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

Fourth Semester

DEVELOPMENT COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. Sustainable development.
2. Development support communication
3. WHO
4. Poverty line
5. GDP
6. Social marketing
7. Grassroots level
8. Press agency
9. Participatory approach
10. Medha Patkar

PART B — (5 × 5 = 25 marks)

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

11. (a) Define development and list its *dysfunctions*.

Or

- (b) Write a short note on: *Alternative paradigm of development*.

12. (a) Delineate the concept of *technological determinism*.

Or

- (b) Examine the *association between industrialization and development*.

13. (a) Assess the *use of social media* in development communication.

Or

- (b) Examine the *role of mass media in modernization*. Give examples.

14. (a) Write a short note on: *SITE*.

Or

- (b) Briefly outline the purpose and merits of *Kheda* project.

15. (a) Identify the purpose of *Radio rural forums*. Discuss their status today.

Or

- (b) What are *traditional media*? Analyze their contribution to the development of a region.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Trace the *milestones of development in India* after independence. Analyze the reasons.
 17. Critically evaluate *the functioning of self-help groups in Tamilnadu*. Narrate their *achievements and drawbacks*.
 18. Analyze the concepts like *sustainable development and corporate social responsibility* in terms of development.
 19. Assess the role of *NGOs* in the development of our country.
 20. Examine the *status of development support communication* in the Indian health and family welfare sector.
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D-5494

Sub. Code

30942

DISTANCE EDUCATION

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

Fourth Semester

NEW MEDIA COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. Cultural transmission
2. Social change
3. Internet utopia dystopia
4. ICT
5. Cyber activism
6. Data mining
7. Data cultivation
8. Netiquettes
9. Gender and new media
10. Cyber terrorism

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the features of word-processing software.

Or

- (b) Describe the term hyperlinks.

12. (a) Discuss the advantages of word-processing software.

Or

- (b) Write brief note on the future trends of new media.

13. (a) Explain the different dimensions of media convergence.

Or

- (b) Explain the three C's of media convergence.

14. (a) Do you think Internet is likely to aggravate social inequalities? Comment.

Or

- (b) Write a short note on each of the following:
(i) Optical fiber (ii) Internet protocols.

15. (a) How do social media facilitate the creation of a greater participatory culture?

Or

- (b) Elaborate the development of new media ecology.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. How can be used open resources in journalism? Discuss with examples.
17. Write short note on the following:
 - (a) Info graphics
 - (b) Maps
 - (c) Timelines
 - (d) Network mapping
 - (e) Blog
18. Elaborate the digital art and digital cinema as genres of new media.
19. 'Emergence of new digital technologies signals a shift in control of information, experience and resources'. Examine the statement.
20. How has the easy availability and access to information online raised concerns about cyber security-comment with relevant examples?

D-5495

Sub. Code

30943

DISTANCE EDUCATION

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

Fourth Semester

CORPORATE COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. Corporate identity
2. Mascot
3. Intranet
4. Crisis communication
5. Employee Relations
6. Brand building
7. Grassroots
8. Marketing Communications
9. Special events
10. HR

PART B — (5 × 5 = 25 marks)

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

11. (a) Delineate the concept of corporate communication design. Illustrate its components.

Or

- (b) Write a short note on: International communication.

12. (a) Distinguish corporate identity from corporate image.

Or

- (b) Identify the reasons behind the use of

(i) Brochures and

(ii) Letter Head and other stationeries with corporate logos/signature.

13. (a) Examine the place of advertising/marketing in corporate communication.

Or

- (b) Delineate the functions of a corporate film with an example.

14. (a) Assess the use of social media in corporate communications.

Or

- (b) Explain the terms strategic planning and campaign management with examples.

15. (a) Identify the purpose of in-house journals in maintaining the employee relations in an organization.

Or

- (b) Mention a few tools of media relations and narrate their relevance to corporate communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Define integrated marketing communications and describe its principles.
17. Critically evaluate event management as a component of corporate communication.
18. Analyze the concepts like (a) Green marketing and (b) Corporate social responsibility. Narrate their relevance to the business environment and society.
19. How significant is corporate communication in the brand building process of an organization. Illustrate with a case study.
20. Assess the role of corporate communication during a crisis situation like COVID.
