

D-1419

Sub. Code

30921

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2025.

Second Semester

THEORIES OF COMMUNICATION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Globalization
2. Proletariats
3. Super Ego
4. Ruling Class
5. Ethnicity
6. Hegemony
7. Reprisals
8. Paradigm
9. Gatekeeper
10. Active audience

PART B — (5 × 5 = 25 marks)

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

11. (a) Identify and explain the core features of effective communication.

Or

- (b) Examine the main concerns of feminist perspectives in media and communication.

12. (a) State the core principles of the socialist theory of the press.

Or

- (b) Briefly explain the purpose of normative theories in shaping media systems.

13. (a) Write a short note on Gestalt theory of motivation.

Or

- (b) Brief on the concept of technological determinism.

14. (a) Explain the agenda-setting role of mass media in society.

Or

- (b) Define political communication and state its key components.

15. (a) Mention the key features of the Western perspective of communication theories.

Or

- (b) Explain the role of community involvement in participatory communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain White's Gatekeeping Model and evaluate its relevance in the digital news era.
 17. Evaluate the strengths and criticisms of Uses and Gratification Theory in the era of digital and interactive media.
 18. Discuss the concept of mass media as a cultural industry, drawing on the perspectives of the Frankfurt School.
 19. Examine the key audience theories and evaluate their significance in understanding media consumption and audience behaviour.
 20. Explain the processes and agents of political socialization and their impact on political attitudes.
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D-1420

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30922

DISTANCE EDUCATION

M.A. (J &MC) DEGREE EXAMINATION, DECEMBER 2025.

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. Ad Copy
2. Mondrain Layout
3. Product Endorsement
4. Creative Boutique
5. Advertorial
6. Public
7. Press agency
8. Lobbying
9. PRSI
10. Media Etiquette

PART B — (5 × 5 = 25 marks)

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

11. (a) “A headline is the handshake of an advertisement.” Justify this statement with examples of different headline styles.

Or

- (b) Compare product advertising with advocacy advertising in terms of objectives and techniques.
12. (a) Evaluate the ethical and persuasive implications of using fear appeal in health-related advertising.

Or

- (b) State any four key provisions of the Code of Commercial Advertising on All India Radio and explain their importance.
13. (a) Define public relations and publicity highlighting the key differences between them.

Or

- (b) Write a note on qualifications of a PRO and his functions.
14. (a) Public Relation is increasingly becoming a Management function. Discuss.

Or

- (b) Brief on the main elements of a Public Relation campaign with examples.
15. (a) Community Relations is an important element of Corporate Social Responsibility-Discuss.

Or

- (b) Explain the difference between PR for the public sector and the private sector.

PART C — (3 × 10 = 30 marks)

Answer any **THREE** questions.

16. Trace the major milestones in the growth of advertising from print beginnings to AI-driven campaigns.
 17. Explain the key principles of the ASCI Code of Advertising Practice in detail.
 18. Evaluate the impact of crisis communication strategies in public relations, with examples of successful and failed cases.
 19. Discuss in detail the various tools and techniques of Media Relations.
 20. Examine how the integration of digital platforms and social media analytics has transformed modern public relations strategies.
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30923

DISTANCE EDUCATION

M.A. (J&MC) DEGREE EXAMINATION, DECEMBER 2025.

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. Amplifier
2. Dead Air
3. Ribbon Microphone
4. Radio bridge
5. Way format
6. Bass frequency band
7. EQ
8. Ambient sound
9. Cue Sheet
10. Streaming Radio

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain how reverberation time affects the clarity of sound in a recording studio.

Or

- (b) Differentiate between dynamic and condenser microphones in terms of construction and usage

12. (a) Explain the importance of conversational tone in radio news scripts.

Or

- (b) Elucidate the main objectives of community radio and how it serves local audiences.

13. (a) Mention the key features of digital audio workstations.

Or

- (b) Write a short note on Special Audience Programmes.

14. (a) Differentiate between lossy and lossless audio formats.

Or

- (b) Brief on the main stages of radio production.

15. (a) Write a short note on involved in radio production with their roles and responsibilities.

Or

- (b) Write a short note on Podcast.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the different Radio programme formats in detail.
 17. Evaluate the role of news writing style in building credibility for both public and private radio broadcasters.
 18. Explain the application of sound in different studio formats, highlighting how sound techniques vary for productions.
 19. Discuss the components of the sound spectrum and their importance in audio production.
 20. Describe the organisational structure of a Radio Station.
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30924

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2025.

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. Visualization.
2. PCR.
3. Green Screen.
4. Actuality.
5. Luminaries.
6. Foley Artist.
7. ROI.
8. Genlock.
9. Vector scope.
10. Forced perspective.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the role and responsibilities of a Floor Manager in a video production crew.

Or

- (b) Brief on the purpose and components of a dope sheet in production.

12. (a) Write about the typical characteristics and production style of music videos.

Or

- (b) Analyse the significance of voice-over narration in enhancing the storytelling of a documentary.

13. (a) Describe the role of Outside Broadcast units in live event coverage.

Or

- (b) Mention the challenges in multi-camera production and how they are managed.

14. (a) Describe the purpose of time code synchronization in video shoots.

Or

- (b) Explain the use and benefits of multi-track recording in post-production.

15. (a) Elucidate the use of a boom mic and its advantages.

Or

- (b) Brief on the different types of video recording formats.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the different types of camera equipment and accessories used in video production, highlighting their functions and importance.
 17. Evaluate the advantages and limitations of studio production versus field production.
 18. Explain in detail the differences between linear and non-linear editing techniques with examples.
 19. Discuss the role of special effects and CGI in modern video production.
 20. Assess, in detail, the different aspects of sound control.
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30931

DISTANCE EDUCATION

M.A. (J &MC) DEGREE EXAMINATION, DECEMBER 2025.

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. Define Harmony.
2. What is Z-pattern layout?
3. What do you mean by x-height?
4. Give any two features of vector graphics.
5. What do you mean by user interface.
6. Abbreviate TIFF.
7. What is PMS?
8. What is a logo?
9. Define triadic colors in color theory.
10. List any two common 3D algorithms used in rendering.

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the importance of purpose and functionality in a good design.

Or

- (b) Describe the different stages of layout design and explain their significance.

12. (a) Evaluate the role of QuarkXPress in modern newspaper and magazine layout.

Or

- (b) Explain the significance of using colour models like CMYK and RGB in design.

13. (a) Compare and contrast raster scan displays and line drawing displays.

Or

- (b) Describe the significance of high-resolution output devices in professional graphic design.

14. (a) What is scan conversion, and how is it applied in rendering polygons?

Or

- (b) Discuss the role of typography in branding and corporate identity.

15. (a) How do depth of field effects enhance the perception of 3D graphics?

Or

- (b) Explain the importance of PostScript and Encapsulated PostScript files in design and publishing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Critically examine the principles of design with reference to contemporary visual trends.
 17. How do magazines differ from newspapers in terms of architectural components and design strategies? Provide examples.
 18. Evaluate the relationship between product packaging and consumer behavior in marketing.
 19. Compare and contrast various image file formats in terms of their compression techniques and use cases.
 20. Create an advertising design for a product or service of your choice incorporating the key elements of advertising.
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30932

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2025.

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. What is longitudinal research?
2. What is a focused interview?
3. What is meant by snowball sampling?
4. What is standard deviation?
5. Define alternative hypothesis.
6. What is concurrent validity?
7. Define UGC.
8. What is meant by baseline survey?
9. What is ANOVA?
10. Define sampling frame.

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the scope and importance of Communication Research.

Or

- (b) Differentiate between dependent and independent variables.

12. (a) Write a brief note on the different types of questionnaires.

Or

- (b) Mention the characteristics of a good research tool.

13. (a) Brief on any two non parametric statistics.

Or

- (b) Write a short note on the different levels of measurement.

14. (a) Discuss the role of chi-square test and its importance.

Or

- (b) Elucidate the steps involved in data processing.

15. (a) Write a short note on types of graph.

Or

- (b) Analyze the ethical perspectives of mass media research.

PART C — (3 × 10 = 30 marks)

Answer any **THREE** questions.

16. Elaborate on the different types of research.
 17. Explain probability sampling and its types in detail.
 18. Discuss the importance of descriptive statistics in SPSS and explain how to generate a frequency table for a given dataset.
 19. Write a detailed note on the different ways of data presentation.
 20. Elaborate on the structure of a research report.
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30933

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2025.

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. Name two professional councils that regulate media ethics in India.
2. What is the difference between trademark and patent?
3. Mention any two crimes against children covered under IPC.
4. What is digital piracy? Provide an example.
5. What is yellow journalism?
6. Define misinformation and disinformation in journalism.
7. Define IPR in the context of media.
8. What does WIPO stand for, and what is its role?
9. What is meant by data diddling?
10. What is Habeas Corpus?

PART B — (5 × 5 = 25 marks)

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

11. (a) Brief on the essential feature of Official Secret Act.

Or

- (b) Write a short note on fundamental rights as listed in the Indian Constitution.

12. (a) Distinguish between libel and slander and mention the legal protection available against libel.

Or

- (b) Explain the role and significance of the Cinematograph Act, 1952, in media regulation.

13. (a) Mention the responsibilities of professional bodies in ensuring media ethics.

Or

- (b) Compare the ethical norms for print and digital media.

14. (a) Explain the role and importance of copyright laws in media.

Or

- (b) Discuss the importance of a journalist's code of conduct in responsible media.

15. (a) Brief on the Intellectual Property Rights.

Or

- (b) Explain the role and responsibilities of Prasar Bharathi.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Critically analyse the relevance of the working Journalists Act in this age of cyber journalism.
 17. Discuss the need for cyber laws in India and analyze their impact on digital governance.
 18. Analyse the Domestic Violence Act and its representation in media, focusing on ethical concerns.
 19. Explain the role of the Press Council of India and other professional councils in maintaining media ethics.
 20. Between objectivity and advocacy, which is more essential for a journalist? Justify your answer.
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30941

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2025.

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. List down two books of Max Weber.
2. Define Empathy.
3. What is self reliance?
4. What does homophily mean?
5. What is teletext?
6. What do you mean by popular participation?
7. Define Gross Domestic Product.
8. What is the full form of IRDP?
9. Define social mobilization.
10. What is meant by dysfunction?

PART B — (5 × 5 = 25 marks)

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

11. (a) Mention the key characteristics of the dominant paradigm of development.

Or

- (b) Write a short note on the ideological and social mobilization method.

12. (a) Explain the key features of the powerful effects model of mass media.

Or

- (b) "Self-Reliance promote sustainable growth"- Analyse.

13. (a) How did the Nilokheri Experiment contribute to rural development?

Or

- (b) Discuss the importance of Song and Drama Division in folk-based communication.

14. (a) Explain the key principles of Development Support Communication.

Or

- (b) Mention the application of ICT tools in development communication.

15. (a) Write a short note on KHEDA.

Or

- (b) Write a brief note on identity empowerment theory.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the concept of Psychological variable model of development in detail.
 17. Critically assess the effectiveness of Development Support Communication in contemporary development strategies.
 18. Write a detailed note on the objectives, implementation, and impact of the SITE project on rural education and development communication in India.
 19. Examine the role of DSC in women's empowerment, focusing on challenges and success stories.
 20. “Social media has transformed development communication, making it more participatory and inclusive.” Discuss.
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30942

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2025.

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. Who Invented the pager and in which year?
2. What does ISP stand for and what is its role?
3. What is e-commerce?
4. What is a beeper?
5. What do you mean by Technoethics?
6. Define Knowledge gap.
7. Define Connotation.
8. What is micro-scheduling?
9. Define a blog.
10. What is ISDN?

PART B — (5 × 5 = 25 marks)

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

11. (a) Compare and contrast communication technology and information technology with suitable examples.

Or

- (b) Explain the different types of Internet connections.

12. (a) Analyse how e-commerce makes buying and selling easier.

Or

- (b) Write about cyber journalism and explain how it differ from traditional journalism.

13. (a) Differentiate between an information-rich and an information-poor society.

Or

- (b) Mention the advantages and challenges of e-publishing.

14. (a) Brief on the importance of homepage in website.

Or

- (b) Compare and contrast static and dynamic websites.

15. (a) How does listening help in interpretation and analysis? Provide an example.

Or

- (b) Explain the significance of scene description in creative writing

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the structure of optical fiber and discuss its advantages and applications in modern communication systems.
 17. Write a detailed note on the process of developing a web page with the key steps involved.
 18. Explain the concepts of connotation and denotation with suitable examples.
 19. “Reading novels and plays improves language skills and comprehension”-Discuss.
 20. “Digital technology has brought a dynamic change in our lives”. Discuss.
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D-1428

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30943

DISTANCE EDUCATION

M.A. (J & MC) DEGREE EXAMINATION, DECEMBER 2025.

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. Define corporate communication.
2. Who are exemplars?
3. Define Philanthropy.
4. Mention any two types of disaster.
5. What is Pathos?
6. Expand SMART.
7. What is meant by guerilla advertising?
8. What are the 4 C's?
9. Define Liberalization.
10. What do you mean by Blindspot?

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the scope and functions of corporate communication.

Or

- (b) Analyse the role of international communication in corporate strategy.

12. (a) Write about the different types of feedback with examples.

Or

- (b) Explain the concept of the product life cycle with a diagram.

13. (a) Brief on the components of the marketing mix.

Or

- (b) Mention the four types of corporate responsibility with examples.

14. (a) Write a brief note on the types of conflict.

Or

- (b) Differentiate between sudden and smoldering Crisis.

15. (a) Discuss about the different modes of employee communication.

Or

- (b) Explain the role of media in shaping corporate PR and communication.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the steps involved in event promotion and discuss their significance in ensuring a successful event.
17. Explain the different types of advertising and their influence on consumers.
18. Examine the major factors shaping CSR in India today.
19. Write a detailed note on the ten principles of PR.
20. “Crisis communication strategies can protect a company's reputation during difficult times”. Justify.
