

D-8426

Sub. Code

30921

DISTANCE EDUCATION

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

1. Define hegemony.
2. What is a linear communication model?
3. Define the concept of “mean world syndrome”.
4. What is selective exposure?
5. Define political communication.
6. What is meant by technological utopianism?
7. Define identification in social learning theory.
8. What is the hypodermic needle theory?
9. Define community media.
10. What is ethnocentrism?

PART B — (5 × 5 = 25 marks)

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

11. (a) Analyze the feminist critique of media representation of women.

Or

- (b) Critically analyze the Soviet media theory and its limitations.

12. (a) Discuss about media literacy in relation to cultivation theory.

Or

- (b) Analyze the role of media in shaping social norms and values.

13. (a) Explain about audience reception and its importance in media studies.

Or

- (b) Evaluate the strengths and weaknesses of the active audience approach.

14. (a) Discuss the ethical challenges in political communication.

Or

- (b) Analyze the concept of “the medium is the message” in technological determinism.

15. (a) Explain cultural shock and its impact on communication.

Or

- (b) Discuss the role of new media in alternative communication.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Discuss how the psychoanalytical theories can be used to understand the role of media in constructing social identities.
 17. Analyze on the principles of gestalt psychology to the organization of communication and perceptual experiences.
 18. Explore the challenges and opportunities of digital media in political campaigns.
 19. Evaluate the relevance of Western communication theories in the context of developing countries.
 20. Critically analyze the role of participatory communication in catalyzing social change and empowering marginalized communities.
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D-8427

Sub. Code

30922

DISTANCE EDUCATION

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

1. What is meant by USP?
2. What is call to action?
3. What is a creative boutique?
4. What is meant by guerrilla advertising?
5. What is a comprehensive layout?
6. Define DAGMAR.
7. What is a pitch?
8. Define community relations.
9. What do you mean by crisis communication?
10. What is a media kit?

PART B — (5 × 5 = 25 marks)

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

11. (a) Brief on the various types of copy appeals used in advertising.

Or

- (b) Analyze the impact of social media on advertising practices.

12. (a) Describe outdoor advertising and its various forms.

Or

- (b) Discuss the importance of slogans and taglines in advertising with examples.

13. (a) Explain the guidelines for advertising targeted at children as per the code of commercial advertising on Doordarshan.

Or

- (b) Explain the concept of the “AIDA” model in copywriting.

14. (a) Write a note on the significance of public relations in stakeholder engagement.

Or

- (b) Discuss the significance of events and sponsorships as tools in public relations.

15. (a) Explain the structure of a typical PR department in a private sector organization.

Or

- (b) Examine the impact of social media on public relations practices and strategies.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Analyze the structure of an advertisement in detail. Discuss how each component contributes to the overall effectiveness of the ad, using examples to illustrate your points.
 17. Elaborate on the different types of advertising in detail.
 18. Analyze the importance of ethical guidelines established by professional organizations in advertising.
 19. Examine the role of public relations in promoting tourism and cultural heritage in India.
 20. Discuss the challenges and opportunities faced by public relations professionals in the digital age.
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D-8428

Sub. Code

30923

DISTANCE EDUCATION

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

Second Semester

AUDIO PRODUCTION

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. What is meant by high fidelity?
2. What is the purpose of “cue sheet” in radio production?
3. Define a news package.
4. Define internet ratio.
5. What is the concept of on-demand radio?
6. Mention the purpose of soundscaping.
7. What is meant by DAW?
8. Define local radio and its key audience.
9. What is the difference between mono and stereo sound?
10. Mention few lossless compressed audio formats.

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Explain the role of sound effects and music in creating the atmosphere of a radio play.

Or

- (b) Critically evaluate the impact of radio on rural communities in India.

12. (a) Compare and contrast news presentation in public service and private radio.

Or

- (b) Write a short note on the importance of acoustic treatment in a recording studio.

13. (a) Mention the different types of reverb effects.

Or

- (b) Brief on the role of automation tools in modern recording software.

14. (a) Give an account on the different types of audio file formats.

Or

- (b) Write a short note on the applications of sound spectrum analysis in various fields.

15. (a) Differentiate between lossy and lossless audio compression.

Or

- (b) Write a brief note on the role of EQ in audio mixing.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Discuss the various techniques and innovations in radio journalism since its inception.
 17. Compare and contrast community radio, local radio, and private FM radio.
 18. Explain the complete workflow of a sound recording project, from planning to final output.
 19. Critically analyze the role of writing and production skills in creating effective radio programs.
 20. Analyze the future trends in digital audio technology and their potential impact on the music industry.
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D-8429

Sub. Code

30924

DISTANCE EDUCATION

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

1. Define the term composition.
2. What is PSA?
3. What is non-linear editing?
4. What does mixing tracks involve in audio production?
5. Define the term DVB-S in satellite TV technology.
6. Define “color sync”.
7. What does VHS stand for?
8. What is meant by solid state cards?
9. What is the purpose of talkbacks?
10. What is a dope sheet?

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Explain the importance of balancing creative vision with practical considerations in pre-production.

Or

- (b) Mention the importance of a production assistant in a film shoot.

12. (a) Brief the unique challenges of producing live shows compared to recorded programs.

Or

- (b) Describe the process and impact of using a dope sheet during the editing stage.

13. (a) Give an account on the importance of signal compression in HD TV broadcasting.

Or

- (b) Elucidate the advantages of multi-camera treatment in a live event.

14. (a) Explain the process of chroma keying and its importance.

Or

- (b) Analyze the impact of mirror effects on the visual aesthetics of a film.

15. (a) Write a brief note on the different types of tape recoding formats.

Or

- (b) Brief the workflow in a production control room.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Examine the impact of technology on set design and the use of virtual elements.
 17. Write a detailed note on the various camera equipment and accessories.
 18. Explain the importance of titling in creating a cohesive and professional video production.
 19. Elaborate on the technical advancements in Blu-ray technology and its influence on the distribution of high-definition content.
 20. Explain the role of a floor manager in coordinating the studio floor.
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D-8430

Sub. Code

30931

DISTANCE EDUCATION

M.A.(J&MC) DEGREE EXAMINATION, MAY 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. List any two types of layouts used in publication design.
2. Define typography.
3. What is a bleed?
4. Abbreviate CMYK.
5. What do you mean by style sheets?
6. What is a DPI?
7. Define the term Hierarchy.
8. What is interpolation?
9. Give any two features of JPEG.
10. What is a post script?

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Explain the significance of hierarchy and emphasis in design composition.

Or

- (b) Analyse the role of grids and structure in layout design.

12. (a) Write about the significance of colour psychology in visual communication.

Or

- (b) Describe the dummyming process and its role in publication design.

13. (a) Explain the role of newsletters in public relations and corporate communication.

Or

- (b) “Product packaging influence consumer perception and sales” - Discuss.

14. (a) Differentiate vector and raster graphics with example.

Or

- (b) How do collateral materials contribute to maintaining brand consistency across different platforms?

15. (a) Discuss the impact of lighting in 3D visualization.

Or

- (b) What is parametric representation of curves and why is it useful in graphics?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Examine the influence of contemporary graphic trends on modern design principles.
 17. Explain the key architectural components of a newspaper and their role in organizing content for readers.
 18. Write a detailed note on the key elements of promotional material and its role in brand positioning.
 19. Explain the process of scan conversion of polygons and its application in computer graphics.
 20. Create an advertising design for a product or service of your choice incorporating the key elements of advertising.
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D-8431

Sub. Code

30932

DISTANCE EDUCATION

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

1. What is exploratory research?
2. Define non-destructive interview.
3. Define sampling frame.
4. What is meant by discourse analysis?
5. List any two parametric statistics.
6. Define a null hypothesis.
7. What do you mean by construct validity?
8. What is meant by a pilot study?
9. What do you mean by eyeball count?
10. Define psychographics.

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Mention the steps involved in the research process.

Or

- (b) Write a brief note on applied research and its characteristics.

12. (a) Differentiate between the primary and secondary data source.

Or

- (b) Write a brief note on data coding.

13. (a) Explain measures of variability and its uses.

Or

- (b) Write a short note on audience broadcast research.

14. (a) Mention about the different levels of measurement.

Or

- (b) Analyse the role of chi-square test and its importance.

15. (a) Brief on the types of classification.

Or

- (b) Explain the different components of research report.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Elaborate on the different theories of mass communication.
 17. Explain the different types of interview methods in detail.
 18. Write a detailed note on the non-probability sampling and its types.
 19. Explain the characteristics of a research report in detail.
 20. Elaborate on SPSS and its importance in data analysis and interpretation.
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D-8432

Sub. Code

30933

DISTANCE EDUCATION

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

1. What is press censorship in media laws?
2. Define contempt of court and its two types.
3. Name any two legal provisions protecting women from crimes under IPC.
4. Define defamation under civil law.
5. What is the importance of fact-checking in ethical journalism?
6. What is tabloid journalism?
7. Define plagiarism in journalism.
8. Abbreviate BCCC.
9. What is Habeas corpus?
10. What is meant by magic remedy?

PART B — (5 × 5 = 25 marks)

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

11. (a) What is copy right Act? Discuss the application of copy right law in India.

Or

- (b) Write a short note on RTI.

12. (a) Discuss the scope and limitations of cyber laws in India.

Or

- (b) Enumerate the law of sedition with suitable examples.

13. (a) “Media coverage of violence and brutality influence society” - Discuss.

Or

- (b) Explain the concept of yellow journalism and its ethical implications.

14. (a) How does WIPO protect intellectual property rights in the media industry?

Or

- (b) Explain the IT Act 2001 and its provisions on digital content piracy.

15. (a) “Media ethics is a social responsibility” - Comment.

Or

- (b) Discuss the guidelines for advertisements framed by Doordarshan for safeguarding children.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. “The chapter on fundamental rights in the constitution of India, is one of the greatest charters of liberty” - Discuss.
 17. Evaluate the effectiveness of broadcasting regulations in India with reference to key issues and challenges.
 18. Examine the ethical concerns in investigative journalism and the challenges journalism face.
 19. Explain the composition and functions of the press council of India in maintaining journalistic ethics.
 20. Between objectivity and advocacy, which is more essential for a journalist? Justify your answer.
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D-8433

Sub. Code

30941

DISTANCE EDUCATION

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

1. What is n-Ach?
2. Abbreviate AWARE.
3. Define integrated development.
4. Who are laggards?
5. Mention two books written by Max Weber.
6. Define self-reliance.
7. What is the other name of Nilokheri experiment?
8. Define gross domestic product.
9. What is a radiotext?
10. What is development support communication?

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Analyze the dysfunctions of development with examples.

Or

- (b) Write a brief note on the indicators of development.

12. (a) Critically evaluate the limitations of the dominant paradigm in development communication.

Or

- (b) Analyze the concept of development support communication with examples.

13. (a) Discuss the success and limitations of the Elawath experiment.

Or

- (b) Write a short note on radio rural forums.

14. (a) Mention the major challenges faced by NGOs in implementing DSC strategies.

Or

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

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

Or

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

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Evaluate the critiques to traditional development models and suggest alternative approaches.
 17. Discuss the diffusion of innovations model, including its key stages and criticisms.
 18. Critically evaluate the role of Five-Year plans in India's communication-based development initiatives.
 19. Examine the role of DSC in women's empowerment, focusing on challenges and success stories.
 20. "Development communication is more than just spreading information; it is about behavioral and social change". Discuss.
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D-8434

Sub. Code

30942

DISTANCE EDUCATION

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

1. Abbreviate ICANN.
2. Who invented optical fiber technology, and in which year?
3. What does PPP stand for, and what is its primary function?
4. What do you mean by search engine?
5. What is meant by m-commerce?
6. Define a blog.
7. What is infobesity?
8. Define the term denotation.
9. Define C-Dot.
10. What is SLIP?

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Analyse how cellular telephone technology transformed global communication.

Or

- (b) Differentiate between LAN, MAN and WAN with suitable examples.

12. (a) How does video conferencing work, and why is it useful?

Or

- (b) Write a short note on the importance of linking in a website.

13. (a) Brief on the concept of information overload and its impact on decision-making.

Or

- (b) “Knowledge gap contribute to digital inequality” - Discuss.

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

Or

- (b) Brief on the importance of homepage in website.

15. (a) Describe the best practices for conducting an effective interview.

Or

- (b) How does listening help in interpretation and analysis? Provide an example.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the structure and functionality of a website in detail.
 17. Compare the advantages and disadvantages of traditional print newspapers with cyber newspapers.
 18. “Arguing and negotiating skills contribute to professional” - discuss and provide examples of effective techniques.
 19. Discuss the role of reading novels and plays in improving language skills and comprehension.
 20. “Internet has brought about a revolutionary change in the way we communicate”. Comment.
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D-8435

Sub. Code

30943

DISTANCE EDUCATION

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

1. Define corporate culture.
2. Who are early adopters?
3. What is an indexical image?
4. What are the stages of crisis?
5. Define ethos.
6. What is a headline?
7. What are the 4P's?
8. Define globalization.
9. What is smoldering?
10. Expand SMART.

PART B — ($5 \times 5 = 25$ marks)

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

11. (a) Brief on the tools and responsibilities of corporate communication.

Or

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

12. (a) Mention the seven steps of campaign planning.

Or

- (b) Write a short note on the role of customer care in marketing.

13. (a) Mention the key components of communication strategy.

Or

- (b) Brief about the benefits of CSR.

14. (a) Define corporate crisis and explain its key elements.

Or

- (b) “Leadership plays a vital role in crisis management”
- Discuss.

15. (a) Explain the different types of media used for internal communication.

Or

- (b) Mention the principles of public relations in media relations.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions.

16. Explain the concept of conference management and discuss the key steps involved in organizing a successful conference.
 17. Write in detail about the concept of strategic planning in marketing communication with examples.
 18. Elaborate on the different types of crisis with appropriate examples.
 19. What are the different types and methods of business communication? Provide examples.
 20. “Effective internal communication leads to a more engaged workforce”. Discuss in detail.
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