

**R-4489**

**Sub. Code**

**515201**

**M.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Journalism and Mass Communication**

**ADVERTISING AND PUBLIC RELATIONS**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Media buying?
2. What is an Ad copy?
3. Define Marketing.
4. What is Digital marketing?
5. What is classified advertising?
6. Define Sales promotion
7. What is AAI?
8. Define Brand image.
9. What is a Media relation?
10. What is External PR?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the importance of advertising

Or

- (b) Illustrate the classification of advertising.

12. (a) Explain the functions of an advertising agency.

Or

- (b) What are the skills required for a good copywriter?

13. (a) Explain the new trends in advertising.

Or

- (b) How will you create a television commercial?

14. (a) Describe the elements of PR.

Or

- (b) Write a short note on Media relations.

15. (a) Describe the process of PR with examples.

Or

- (b) List out the different PR ethics.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the scope and future of digital marketing.

17. Elucidate various functions and responsibility of PR.

18. Pre production process of television advertisement-Discuss.
  19. Analyze the role of a PRO in managing a crisis of an organization.
  20. Present a case study on the success of a PR management.
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**R-4490**

**Sub. Code**

**515202**

**M.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Journalism and Mass Communication**

**THEORIES AND MODELS OF COMMUNICATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Mass.
2. Define Monopoly.
3. What is feminism?
4. Marshal McLuhan
5. What is Semiotics?
6. What is gate keeping model?
7. Define Sustainable Development.
8. Define SMCR model.
9. What is Media Hegemony?
10. What is agenda setting in media?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the characteristics of Mass Communication.

Or

- (b) Explain Persuasion Theory.

12. (a) Explain the Cultivation theory.

Or

- (b) Explain any two of the Communication models:

- (i) Shannon and Weaver's model
- (ii) Harold Lasswell's model
- (iii) Westley and McLean's model

13. (a) Write short notes on :

- (i) Marxist Theory.
- (ii) Propaganda Theory.

Or

- (b) What are the differences between agenda setting theory versus magic bullet theory?

14. (a) Explain Catharsis effect theory.

Or

- (b) Explain the role of mass media in public opinion formation.

15. (a) Discuss the normative theories of the press.

Or

- (b) Write about the Spiral of Silence theory.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Two step flow theory and multi-step flow theory.
  17. Discuss the Uses and Gratification Theory with suitable examples.
  18. Enumerate the important concepts of behavioural theories.
  19. Write about the theories which can be applied to analyse media texts.
  20. Explain the Theory of Cognitive Dissonance with suitable example.
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**R-4491**

**Sub. Code**

**515203**

**M.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Journalism and Mass Communication**

**GRAPHIC COMMUNICATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Graphic.
2. What is Bitmap?
3. Define resolution.
4. Define typography.
5. What is multimedia?
6. What is Gif file?
7. What is linear writing?
8. What is Story board?
9. Give few animation output formats.
10. What is public sphere?

**Part B****(5 × 5 = 25)**Answer **all** questions choosing either (a) or (b).

11. (a) Explain the various principles of designs.

Or

- (b) Explain the basic component of design.

12. (a) Explain about offset printing process.

Or

- (b) Explain about various page designing software.

13. (a) Write about blogging.

Or

- (b) Write a short note on cyber crimes and cyber ethics.

14. (a) What are the elements require for designing a Poster?

Or

- (b) Write about the process of design a webpage.

15. (a) What is compression? Explain various compressive file formats.

Or

- (b) What is perspective and texture in visual design?

**Part C****(3 × 10 = 30)**Answer any **three** questions.

16. Explain the elements and role of front page in a magazine.

17. What are the essential elements are require for the content development in a magazine production?



18. Explain the uses of graphics picture and illustration in magazine.
  19. Elaborate the advantages and disadvantages of computer aided print production.
  20. Give detail about the primary and secondary colour.
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**R5368**

**Sub. Code**

**515401**

**M.A. DEGREE EXAMINATION, APRIL –2021**

**Fourth Semester**

**Journalism and Mass Communication**

**MEDIA LAWS AND ETHICS**

**(CBCS – 2019 Onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all the** questions.

1. Write a brief note on the Directive Principles of State Policy
2. What are the powers and privileges of Parliament?
3. What is the significance of Official secrets act?
4. How the Indecent Representation of Women (Prohibition) Act 1986 has promoted protection of women in Indian society?
5. Write a note on Copyright Act.
6. What is Sedition?
7. What is the significance of Right to Information Act 2005?

8. Write a note on Press Council of Act.
9. What is the significance of having the right to privacy?
10. Why self-regulation is considered a significant process in promoting standards in Journalism?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the rights and obligations of media in India. Cite examples from the contemporary polity.

Or

- (b) Write a note on the salient features of Indian constitution.

12. (a) Discuss the relevance of the Press and Registration of Books Act 1867 in the present era, particularly in the context of information age.

Or

- (b) Do you think Section 124(A) of the IPC is being used by successive regimes to control the elements that are uncomfortable with the ruling class?

13. (a) In the age of corporate media, what role of wages and working conditions of Journalists act plays in protecting the welfare of the Journalists in various media houses?

Or

- (b) Write a note on the laws and constitutional provisions pertaining to human rights guaranteed to Indian citizens. Critically evaluate the status of enforcement of the same.

14. (a) Do we need to have film censorship today? Particularly when everyone has access to broadcast ourselves through various online platforms and the possibility of the public to have uncontrolled access to watch the same?

Or

- (b) What is your understanding on the issue of laws regulating FDI in the media sector in India? Who is the real beneficiary out of this proviso: Corporate or Citizens of India, Explain.
15. (a) How do you justify the sting operations, from the ethical perspective? Which is important: End or Means? Explain it with the ethical principles you have learnt.

Or

- (b) What do you think about the codes framed by different professional agencies? How far these are effective in regulating the quality of communication in India? Do they contribute to the advancement of standards in journalism? Explain with recent cases.

**Part C**

(3 × 10 = 30)

Answer any **THREE** questions.

16. Write a detailed note on the fundamentals rights guaranteed in the Indian Constitution: Right to Equality, Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational rights and Right to constitutional remedies,
17. Discuss the significance of Contempt of Court Act 1971. Particularly in a democracy, where everyone is equal, why the judicial pronouncements cannot be reviewed? Does it mean that the Judges are beyond public scrutiny? Explain.

18. When the Parliament has passed Right to Information Act in 2005 and the same has been put to use, what is the need to continue to have the colonial draconian act called Official Secrets Act? Do you have any justification for having both in a democracy? Explain with your arguments.
19. Discuss the significance of need for having a Copyright act, particularly when activists promote open access to knowledge sources? In a Socialist Democratic Welfare State like India, how do you justify to amaze wealth in the name of copyrights. On the other hand, how to balance the creative rights of artists, creators, writers and intellectuals. Explain.
20. Discuss the role and functions of Press Council of India in recent times. Does it promote the freedom of expression in the country or safe guards the commercial interests of the elite owners of the media houses? Explain it with examples.

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