

R5810

Sub. Code

515101

M.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Journalism and Mass communication

**INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

Write short notes on:

1. Medium is the message.
2. Technological Determinism.
3. Human Communication.
4. Diffusion of Innovation.
5. Spiral of Silence.
6. Sigmund Freud.
7. Blumler and Katz theory.
8. Normative theories of the press.
9. Opinion Leader.
10. Agenda Setting.

Section B

(5 × 5 = 25)

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

11. (a) Explain the Process of Communication.

Or

- (b) Briefly explain about the types of noise in communication.

12. (a) How rational are communication models in today's world? Explain with examples.

Or

- (b) 'Gerbner's model is an expansion of Lasswell's model'. Explain.

13. (a) What is SMCR model of communication?

Or

- (b) Explain the Herald D. Lasswell and Shannon-Weaver Models of Communication.

14. (a) How does communication contribute to society's well being?

Or

- (b) Discuss the relationship between media and culture.

15. (a) Compare today's media audience as per the Needle Theory.

Or

- (b) What do you understand by two step and multi-step theory?

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Do you think the communication process hardly follows any given model? Explain.
17. How does communication reflect culture in a society? Discuss citing relevant examples.
18. How can mass media play an effective role of gatekeeper in the society? Explain with suitable examples.
19. Describe succinctly the basic assumptions of the Uses and Gratification theory?
20. “Media is the biggest water dog of democracy” Explain this statement in view of movement against corruption in India.

R5811

Sub. Code

515102

M.A. DEGREE EXAMINATION, NOVEMBER – 2021

First Semester

Journalism and Mass Communication

EVOLUTION OF MEDIA

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. Johannes Gutenberg.
2. Bengal Gazette.
3. Community Radio.
4. Vivid Bharati.
5. KEDHA Experiment.
6. Reality Shows.
7. Soviet Montage.
8. Indian New Wave Cinema.
9. Folk Medium.
10. Story tellers.

Section B

(5 × 5 = 25)

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

11. (a) What was the role of English press in freedom struggle of our country?

Or

- (b) “James Augustus Hickey is regarded as the father of Indian journalism “— Discuss.

12. (a) Has FM broadcasting changed the face of Indian broadcasting scenario? Elaborate.

Or

- (b) What are the ten major milestones in the history of Radio in India?

13. (a) SITE is hardware success and software failure. Justify.

Or

- (b) Discuss the major differences between public media and private owned media.

14. (a) Give an elaborate account of various film genres with examples.

Or

- (b) Examine the significance of new wave cinema with special reference to Satyajit Ray.

15. (a) Discuss the merits and demerits of government monopoly in public service broadcasting.

Or

- (b) What was the role of traditional media in mass communication?

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the origin and history of Indian press and its evolution to the present day.
 17. “Freedom of expression has always been emphasized as an essential basis for the democratic functioning of a society”: Why is it so?
 18. Write an essay on the growth of FM radio broadcasting in India.
 19. TV channels though in plenty, at times offer very little variety. Do you agree? Amplify.
 20. Discuss the challenges that are being faced by the Tamil Film industry today?
-

R5812

Sub. Code

515103

M.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Journalism and Mass communication

REPORTING AND EDITING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

Write short notes on:

1. Primary News Sources.
2. Wirecopy.
3. Unsung Hero of a Newspaper.
4. International Correspondent.
5. Advertorial.
6. Op-Ed Page.
7. Proximity News.
8. Science Communication.
9. Freedom of Press.
10. Style Book.

Section B

(5 × 5 = 25)

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

11. (a) Write a note on 'Reporting' with objectivity.

Or

- (b) What challenges a reporter faces while reporting?

12. (a) News Writing begins with good headline followed by intro and body? Explain with examples.

Or

- (b) Explain the concept of photo journalism. Throw light on its importance.

13. (a) What do you mean by scoop? How is it important in present media?

Or

- (b) What is the role of a reader's editor in a newspaper office? Discuss.

14. (a) What is column writing? Who is your favorite columnist? Write a brief profile of this person.

Or

- (b) Discuss various techniques of interviewing.

15. (a) Discuss in detail the structure of a news story.

Or

- (b) What technical skills should a journalist possess in this age of multitasking?

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. How would you assess the newsworthiness of an event? Illustrate with suitable examples.
 17. News Editing is both an art and a craft. Describe the role of an editor with the skill sets required for a person to become a news editor.
 18. Describe the news gathering set-up of a daily newspaper.
 19. Critically analyse the role and importance of an editorial in a newspaper?
 20. Explain the organizational structure of a large newspaper.
-

R5813

Sub. Code

515301

M.A. DEGREE EXAMINATION, NOVEMBER – 2021

Third Semester

Journalism and Mass Communication

COMMUNICATION RESEARCH METHODS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Hypothesis.
2. Review of Literature.
3. Sampling.
4. Pilot study.
5. Research design.
6. SPSS.
7. Reliability.
8. Schedule.
9. Applied research.
10. Primary and secondary data.

Part B

(5 × 5 = 25)

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

11. (a) Explain the various phases of mass media research.

Or

- (b) Elaborate the needs of media research.

12. (a) What is pilot study? Explain the uses of pilot studies.

Or

- (b) Explain the importance of review of literature.

13. (a) Explain the new trends and status of mass media research in India.

Or

- (b) Explore the various measurement scales in research.

14. (a) What are the steps and procedure to follow to write a research report?

Or

- (b) Explain about the research design process.

15. (a) Explain the field observation and focus group research with few examples.

Or

- (b) Elaborate the implication and importance of research in advertisement.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the various techniques of hypotheses formation
 17. Illustrate the few statistical methods for data analysis with examples.
 18. Present a research proposal for the area of “Social media”.
 19. Elaborate the factorial research and longitudinal research.
 20. Explain the different data collection techniques and how will you design questionnaire for conducting a survey research.
-

R5814

Sub. Code

515302

M.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Journalism and Mass Communication

COMMUNICATION FOR SOCIAL CHANGE

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Panchayat Raj?
2. Write a note on developed countries.
3. What is development communication?
4. What is sustainable development?
5. Define rural development.
6. What is SITE?
7. Define cyber media.
8. Abbreviate ICT.
9. Abbreviate NGO.
10. What is a development message?

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of Development.

Or

- (b) What are the characteristics of developing societies?

12. (a) What is the role of media in Development communication?

Or

- (b) Explain the concept of Development Communication.

13. (a) Explain Agricultural Communication.

Or

- (b) What is Rural Development?

14. (a) How is environment related with development? Justify?

Or

- (b) Explain Development Support Communication.

15. (a) What is corporate social responsibility?

Or

- (b) Write a note on any development communication programme you have participated.

Part C

(3 × 10 = 30)

Answer any **three** of the following questions.

16. Explain Nehruvian Model and Gandhian model of development.
 17. What are the social, cultural and economic barriers of development? Explain.
 18. Explain the genesis of agricultural extension.
 19. What are the problems faced in development support communication? Explain.
 20. Explain the role of development and rural extension agencies
-

R5815

Sub. Code

515303

M.A. DEGREE EXAMINATION, NOVEMBER – 2021

Third Semester

Journalism and Mass Communication

NEW MEDIA COMMUNICATION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define New media
2. What is Information Technology?
3. What is Web 2.0?
4. What is optical fibre?
5. What is a web page?
6. What is Multimedia?
7. What is a search engine?
8. What is e-publishing?
9. What is RTI?
10. What is Social networking?

Part B

(5 × 5 = 25)

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

11. (a) Write a note on digital media.
Or
(b) Write a note on Communication Technology.
12. (a) Write a note on Alternative journalism.
Or
(b) Explain Networked journalism.
13. (a) Write a note on various browsers.
Or
(b) What is publishing?
14. (a) Write a note on Information super highway.
Or
(b) Explain cyber media.
15. (a) What are the characteristics of information rich?
Or
(b) Write a note on ICTs for development.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the concept and scope of new media.
17. What are the ethics of online journalism? Explain?
18. Explain the process of creating a website?
19. Write an essay on new media and social networking.
20. Write short notes on information overload, information rich and information poor.

R5816

Sub. Code

515304

M.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Journalism and Mass Communication

AUDIO - VISUAL PRODUCTION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define composition
2. What is a crew?
3. What is noise?
4. What is a mixer?
5. Define a shot
6. Define a scene
7. What is a key light?
8. What is a reflector?
9. What is a budget?
10. What is montage?

Part B

(5 × 5 = 25)

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

11. (a) What is head room and nose room?

Or

- (b) Write a note on audio video file formats.

12. (a) Write a note on the basics of sound.

Or

- (b) Explain the functions of sound effects.

13. (a) Write a note on types of camera.

Or

- (b) Write a note on camera movements.

14. (a) Write a note on properties of light.

Or

- (b) Explain various audio and video digital file format.

15. (a) Write a note on post production.

Or

- (b) Write a note on Graphics and animation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the roles and responsibilities of a production crew? Explain.
17. Write an essay on various types of microphones.

18. Write an essay on multi-camera set up with a diagram?
 19. What are the types of lights and accessories used in a production? Explain.
 20. Write short notes on editing, dubbing, titling and animation.
-