

**R6591**

**Sub. Code**

**515201**

**M.A. DEGREE EXAMINATION, APRIL – 2022**

**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 AIDA model?
2. What is PSA?
3. Define slogan in advertising.
4. What is surrogate advertising?
5. What is classified advertising?
6. Define PR.
7. What is DAVP?
8. Define publicity.
9. What is marketing research?
10. What is brand positioning?

**Part B**

(5 × 5 = 25)

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

11. (a) Give the types of advertisement appeals.

Or

- (b) Write about various sales promotion techniques.

12. (a) What are the steps and safety measures for brand positioning?

Or

- (b) Give various regulations of advertisement in India.

13. (a) Explain about psychographic and demographic idea in marketing.

Or

- (b) Explain media buying and media selection.

14. (a) Explain the significance of research in advertising.

Or

- (b) Write a short note on Press conferences.

15. (a) Describe the functions and role of PR with examples.

Or

- (b) Write a short note on Corporate Communication.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. “Advertisement should influence the target audience” – Explain in it.
17. “Advertising is one of key role in national economic growth” – examine.

18. Influences of Television advertisement on children's attitude - Criticize on it.
  19. Explain about the role of digital marketing.
  20. Explaining about the marketing research techniques.
-

**R6592**

**Sub. Code**

**515202**

**M.A. DEGREE EXAMINATION, APRIL – 2022**

**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. Linear model of communication
2. George Gerbner.
3. Two step flow of communication
4. Psychoanalysis approach.
5. Development communication theory.
6. Participatory communication.
7. Lasswell's Model of communication.
8. Feminism.
9. Mass Audience.
10. Media Propaganda.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the various functions of Mass Communication.

Or

- (b) Explain the various types of communication models.

12. (a) Explain the mass society theory.

Or

- (b) Discuss the role of media in development.

13. (a) Write about Shanon and Weaver's model of communication.

Or

- (b) Explain the need and significance of participatory communication.

14. (a) Explain gate keeping model of communication.

Or

- (b) Explain the four eras of mass communication theory.

15. (a) Discuss the diffusion of innovation theory.

Or

- (b) Explain the concept media hegemony.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the uses and gratification approach.
  17. Discuss the importance of mass communication theories in media research with suitable examples.
  18. Elaborate the various behavioural theories.
  19. Discuss the agenda setting theory with our present media environment.
  20. Critically analyze the Indian models and philosophical idea on communication.
-

**R6593**

**Sub. Code**

**515203**

**M.A. DEGREE EXAMINATION, APRIL – 2022**

**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. What is Colour Depth?
2. Define Silk screen printing.
3. What is animation? and how it is different from graphics?
4. What is a layer in Adobe Photoshop?
5. Define Hypertext.
6. What is mean by Modeling and Texturing in animation?
7. What is compression? Give few comparison formats.
8. Define Citizen Journalism.
9. What is HTML?
10. Define Home page.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role of creative person.

Or

- (b) How the new technology is helpful to visual design-  
Elaborate it?

12. (a) Explain the role and responsibilities of a copy  
writer.

Or

- (b) Explain the role and responsibilities of a Layout  
designer.

13. (a) Explain the various procedures to design a print  
advertisement.

Or

- (b) Design a logo and a caption for the concept of child  
labour.

14. (a) "Visualization leads to good creation" – Elucidate.

Or

- (b) What is composition? Elaborate the various  
composition techniques.

15. (a) How does art and design affect cultures lifestyle  
beliefs and fashion?

Or

- (b) Write a short note on Dreamweaver.



**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Write and explain various steps for web designing.
  17. Explain the web development tools.
  18. Explain about Page layout and design.
  19. Elaborate the modern printing technology in India.
  20. Design a pamphlet for a media industry.
-

**R6594**

**Sub. Code**

**515401**

**M.A. DEGREE EXAMINATION, APRIL – 2022**

**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** questions.

1. What are the fundamental rights guaranteed in the Constitution of India?
2. What are the Directive principles of state Policy enshrined in the Constitution?
3. Write a note on Working Journalists and other Newspaper Employees (Condition of Service) and Miscellaneous Provision At 1955.
4. Write the significance of indecent representation of women (prohibition) Act 1986?
5. What do you mean by contempt of court?
6. What are the themes of sections 294 and 294A of IPC?
7. Write a note on Copyright Act 1957.
8. What is the relevance of Cinematograph Act 1952 today?
9. Write a note on Right to Privacy.
10. Briefly explain the function of Press Council of India.

**Part B**

(5 × 5 = 25)

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

11. (a) Trace the historical perspective of media laws in the India subcontinent.

Or

- (b) Write a note on the contemporary status of freedom of speech and expression in India.

12. (a) Critically analyse the usage of section 124(a) in India in the modern times.

Or

- (b) Differentiate the meanings of defamation, libel and slander.

13. (a) Discuss the importance of official secrets act in an age of transparent and vibrant democracy.

Or

- (b) Discuss the difference between civil and criminal law of defamation.

14. (a) Discuss the position of laws regulating FDI in the Indian media.

Or

- (b) Critically evaluate the features of Information Technology Act 2000.

15. (a) What do you mean by self regulation? How does it work in the media domain?

Or

- (b) Discuss the need for having code of ethics in media industries.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss elaborately the powers and privileges of Indian Parliament.
17. What is the role of Press Commission in India? Discuss the contribution of the two Press Commissions established in the independent India.
18. What is the status of working conditions in the Indian language newspaper industries? How far the wage board recommendations are being implemented in the language newspapers in the country. Discuss elaborately on the status of Tamil newspaper industry, on dealing with its employees particularly on wages and working conditions.
19. What is your position on Film censorship? Does it require in a country where freedom of expression has been guaranteed in its constitutions? What would be the alternative if we abolish the censor board? Discuss elaborately.
20. How do you look at the sting operations? Is it ethically admissible? What is your position on this? Explain.