

R7221

Sub. Code

515301

M.A. DEGREE EXAMINATION, NOVEMBER 2022.

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. Probability Sampling
2. ANOVA
3. T-test
4. Validity
5. TAM and RAM
6. Audience Analysis
7. Generalization in research
8. Measurement scale
9. Replication in research
10. Plagiarism

Part B

(5 × 5 = 25)

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

11. (a) Illustrate different types of research approaches.

Or

- (b) Explain about the Experimental research method.

12. (a) Elaborate the sources of research problem.

Or

- (b) What are the rules kept in mind when preparation of questionnaire for research?

13. (a) Present a research proposal for “Television and Children behaviour”.

Or

- (b) Write about the different types of tools of data collection and its limitations.

14. (a) Pinpoint the aspect to be kept in mind in writing research report and uses of graphics in data presentation.

Or

- (b) Explain the ethics to follow by researcher while conducting a research.

15. (a) Elaborate the types of Hypothesis.

Or

- (b) Pin out the purposes of longitudinal research.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Illustrate the significance of the areas and scope of communication research.
 17. There cannot be an investigation without assumption react?
 18. Explain the Content analysis methods.
 19. Write about the different sampling techniques.
 20. Pinpoint the aspect to be kept in mind in writing research report.
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515302

M.A. DEGREE EXAMINATION, NOVEMBER 2022.

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. Developing countries.
2. What is human development?
3. What is participatory development?
4. What is UN millennium Dev Goals?
5. Define agricultural communication.
6. What is E-Governance?
7. Define diffusion of innovation.
8. What is consumer awareness?
9. What is Empathy?
10. What is area woods triangle?

Part B

(5 × 5 = 25)

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

11. (a) Write a note on the gap between developed and developing societies.

Or

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

12. (a) What are the various strategies followed in development communication?

Or

- (b) Explain the concept of Development Communication.

13. (a) What is the approach in Agricultural Communication?

Or

- (b) What is Rural Development?

14. (a) Write a note on narrow casting development support communication in India.

Or

- (b) Explain the role of media in women empowerment.

15. (a) Write a note on the paradigms and discourse of development communication.

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain various models of development.
 17. What are the various approaches to development? Explain.
 18. Explain diffusion of innovation in detail with examples.
 19. What are the various programmes and government schemes of development support communication?
 20. What is the role of International agencies and corporate in development communication?
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515303

M.A., DEGREE EXAMINATION, NOVEMBER – 2022

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** the questions.

1. Define communication technology.
2. What is information Technology?
3. What is social media?
4. What is a dial up connection?
5. What is M-commerce?
6. What is Video conferencing?
7. What is cyber media?
8. What is multimedia?
9. What is WWW?
10. What is ICT?

Part B

(5 × 5 = 25)

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

11. (a) What is Electronic digital exchange?

Or

- (b) Write a note on Digital media.

12. (a) Write a note on the addiction problems of social media.

Or

- (b) Explain Alternative journalism.

13. (a) Write a note on advertising on internet.

Or

- (b) Write a note on maintaining a website.

14. (a) Write a note on cyber newspapers

Or

- (b) What is online journalism? Explain.

15. (a) Write a note on social networking through new media.

Or

- (b) Write a note on IT Act 2000.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the similarities and differences between communication technology and information technology? Explain
 17. Write an essay on citizen and participatory journalism.
 18. Write an essay on creating, publishing and maintaining a website?
 19. Compare and contrast cyber media with print, TV and radio.
 20. Write short notes on cyber crimes.
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R7224

Sub. Code

515304

M.A. DEGREE EXAMINATION, NOVEMBER – 2022

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 visual language.
2. What is nose room?
3. What is a connector?
4. Name any two audio editing software?
5. What is panning?
6. What is tilting?
7. What is a background light?
8. What is a reflector?
9. What is a script?
10. What is dubbing?

Part B

(5 × 5 = 25)

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

11. (a) Write an essay on studio floor management.

Or

- (b) Compare film with video.

12. (a) What are the elements of sound? Explain.

Or

- (b) Explain the utility of audio editing software.

13. (a) Write a note on various camera accessories.

Or

- (b) Write a note on camera movements.

14. (a) What are the properties of light? Explain.

Or

- (b) What is three point lighting? Explain.

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

Or

- (b) How important is discussion to a production process? Justify.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the roles and responsibilities of a studio floor manager? Explain.

17. Write an essay on the properties of sound.

18. Differentiate shot, scene and a sequence.
 19. What are the types of lights and accessories used in a production? Explain.
 20. Write an essay on the three stages of production.
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