

R8256

Sub. Code

515201

M.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Journalism and Mass Communication

CULTURE, MEDIA AND COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. ICT means?
 - (a) Information and Communication Technology.
 - (b) Information and Computer Technology
 - (c) Indian Communication Technology.
 - (d) Information and Communication Text.

2. Who coined the term global village?
 - (a) Marchal Mc Luhan
 - (b) Kims
 - (c) Broomes
 - (d) Ting-Toomey

3. Advertising lacks _____
 - (a) Reaching to a large number of people
 - (b) Covering market in short time
 - (c) Direct Feedback
 - (d) Impersonal communication

4. What type of media helps advertisers demonstrate the benefits of using a particular product and can bring life and energy to an advertiser's message?
- (a) Broadcast media (b) Interactive media
(c) Print media (d) Support media
5. Verbal Communication is _____
- (a) Continuous (b) Discontinuous
(c) Partial (d) Untimely
6. The verbal code for communication is _____
- (a) Visual cue (b) Picture
(c) Colour (d) Language
7. In terms of ethical practices, the concept of Golden mean was advocated by
- (a) Socrates (b) Homer
(c) Plato (d) Aristotle
8. Which one of the following is an example of form of New Media?
- (a) Newspapers (b) TV
(c) Radio (d) Instagram
9. Which is the agency of the Central Government that disseminates information regarding government policies and projects to the media in India?
- (a) PIB (b) PTI
(c) AIR (d) PCI
10. Multimedia comprises of
- (a) text and audio (b) video and audio.
(c) video only (d) text, audio and video

Part B

(5 × 5 = 25)

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

11. (a) How do our cultural practices relate to class and status?

Or

- (b) Explain about Popular Culture.

12. (a) Explain economic pressure on intercultural.

Or

- (b) Write a short note on Public sphere.

13. (a) Explain AUM Theory of Effective communication.

Or

- (b) Discuss about global communication and its impact on culture.

14. (a) Explain circuit of culture.

Or

- (b) Brief a short note on Digital Culture.

15. (a) Explain Audience/Reception studies.

Or

- (b) New media consumption and the behaviour of Youth and its impact- Criticize the concept.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Explain feminism and queer theory with examples.
17. Distinguish between western and eastern culture about relational intimacy.
18. Elaborate narrating as self fashioning.
19. Explain role of communication in intercultural conflict resolution brooms model.
20. Explain Gandhis Global influence and media.
21. Explain techno culture and its risks.
22. Explain Media Literacy with biases and distortion in media content.
23. Describe information society and media.

R8257

Sub. Code

515202

M.A. DEGREE EXAMINATION, APRIL – 2023

Second Semester

Journalism and Mass Communication

COMMUNICATION THEORIES AND MODELS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not a question in Lasswell's model of communication?
 - (a) Who
 - (b) Says what
 - (c) Where
 - (d) To whom

2. Which of these statements is not true about Berlo's SMCR model of communication?
 - (a) It is a rather complex model
 - (b) There is no room for noise
 - (c) It does not mention feedback
 - (d) It is a non-linear model of communication

3. Who proposed helical model of communication?
 - (a) Daniel Lerner
 - (b) Frank Dance
 - (c) E. M Rogers
 - (d) Wilbur Schramm

4. Two step flow theory is given by
 - (a) Orson Welles
 - (b) Paul Lazarfeld
 - (c) Donald Shaw
 - (d) Defer Rockeach

5. The Westley and Mclean model of communication identifies _____ role of the receiver.
 - (a) The advocacy
 - (b) The environmental
 - (c) The gatekeeper
 - (d) The behavioural

6. The information in mass communication gets filtered by
 - (a) Audience
 - (b) Media
 - (c) Gatekeepers
 - (d) Encoders

7. Identify the correct sequence of the elements of a communication process.
 - (a) Source, message, channel, receiver
 - (b) Message, source, channel, receiver
 - (c) Channel, message, source, receiver
 - (d) Receiver, message, channel, sender

8. The other name for hypodermic needle theory is
 - (a) Gatekeeping theory
 - (b) Dependency theory
 - (c) Limited effects theory
 - (d) Magic bullet theory

9. Which press theory describes direct government control on mass media.
 - (a) Authoritarian theory
 - (b) Libertarian
 - (c) Social responsibility
 - (d) Development

10. Which theory describes the idea that the individual should be able to express whatever they want.
- (a) Authoritarian
 - (b) Libertarian
 - (c) Social responsibility
 - (d) Soviet media

Part B

(5 × 5 = 25)

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

11. (a) What are the 7 Cs of effective communication?
- Or
- (b) Explain the elements of non verbal communication.
12. (a) Comment on Berlo's SMCR model of communication.
- Or
- (b) Explain Shannon and weaver model of communication.
13. (a) Discuss the characteristics of hypodermic needle theory.
- Or
- (b) What is the diffusion of innovation?
14. (a) Distinguish between types of mass media audience.
- Or
- (b) What is social learning theory?
15. (a) Explain the set up and spread of propaganda on communication.
- Or
- (b) Analyze how globalization changed mass media.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Define communication and explain the elements of communication.
 17. Explain the semiotic and semantic barriers of communication.
 18. Discuss the Lasswell's model of communication.
 19. Comment on Westley and Maclean's model of communication.
 20. Summarize the normative theories of the press.
 21. Evaluate uses and gratification theory's validity in society.
 22. Discuss about uses and limitations of online media in social learning.
 23. Analyze how the public sphere is important in making public opinions.
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R8258

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515203

M.A. DEGREE EXAMINATION, APRIL – 2023

Second Semester

Journalism and Mass Communication

ADVERTISING AND PUBLIC RELATIONS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a major function whose objective is to build good relations with the company are various publics?
 - (a) Advertising
 - (b) Marketing
 - (c) Public relations
 - (d) Speciality events
2. All of these would be considered to be functions of public relations except
 - (a) Press relations
 - (b) Public affairs
 - (c) Lobbying
 - (d) Bribery
3. Which of the following is not a function of advertising?
 - (a) Informing the customer
 - (b) Persuading the customer
 - (c) Understanding the buying capacity of the customer
 - (d) Reminding the customer for a repeat purchase

4. Corporate communication is all about managing perceptions and ensuring
 - (a) Effective and timely dissemination of information.
 - (b) Positive corporate image
 - (c) Smooth and affirmative relationship with all stakeholders
 - (d) All of the above

5. The first step in developing an advertising program should be
 - (a) Set advertising objectives
 - (b) Set the advertising budget
 - (c) Evaluate advertising campaigns
 - (d) Start production

6. Which of the following would not be one of the primary advertising objectives?
 - (a) To inform
 - (b) To persuade
 - (c) To remind
 - (d) To make profits

7. No matter how big the budget is, advertising can succeed only if commercials
 - (a) Are economically feasible
 - (b) Gain attention and communicate well
 - (c) Are acceptable on a global level
 - (d) Are more complex

8. Telling how the product is better than the compelling brands aims at making the ad
 - (a) Meaningful
 - (b) Distinctive
 - (c) Believable
 - (d) Remembered

9. Public relations communication should be based on
(a) Truth (b) Knowledge
(c) Full information (d) All of the above
10. The first thing a reader notices in a printed advertising is the
(a) Title (b) Copy
(c) Format (d) Illustration

Part B (5 × 5 = 25)

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

11. (a) Explain the significance of the press conference.
Or
(b) What is meant by image building in public relations?
12. (a) What are the differences between In-house PR and a PR consultancy?
Or
(b) Compare the product publicity in print media with visual media.
13. (a) Analyze how political PR works affect the society.
Or
(b) Identify the main components of public relation ethics.
14. (a) Make a critical appraisal on the role of children in advertisements.
Or
(b) Explain different types of advertisements.

15. (a) Discuss the importance of copywriters in advertising.

Or

- (b) Evaluate how lobbying works in business PR.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Explain the duties of the public relation department in an organization.
17. Evaluate how effectively the new media can be used for sales promotion and marketing.
18. Enumerate different techniques of brand promotion.
19. Comment your views on how the PR team manages the public image of film stars and celebrities.
20. Discuss the importance of crisis management in public relations.
21. The role of women in advertising promotes stereotypes. Justify.
22. What are the things to keep in mind to create a good layout for an advertisement?
23. Analyze the new trends in corporate advertising.