

R0070

Sub. Code

515101

M.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Journalism and Mass Communication

INTRODUCTION TO COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the objective questions by choosing the correct option.

1. The word communication is derived from a Latin word 'Communis' which means (CO5, K2)
(a) To share (b) To provide
(c) To obtain (d) To occupy

2. _____ means communication without words (CO1, K1)
(a) Object communication
(b) Written communication
(c) Oral communication
(d) Non-verbal communication

3. The person who transmits the message is called _____ (CO3, K2)
(a) Receiver (b) sender
(c) Channel (d) Response

4. _____ is not one of the 7 C's of communication
(CO1, K1)
- (a) Clarity (b) Correctness
(c) Character (d) Conciseness
5. The Shannon-Weaver Model is propose that all communication must include _____ element.
(CO1, K1)
- (a) Two (b) Four
(c) Seven (d) Five
6. Study of body movement, gesture, and posture (CO3, K1)
- (a) Illustrators (b) Intimate distance
(c) Kinesics (d) Manipulators
7. _____ and _____ are acted as barriers to communication.
(CO6, K2)
- (a) Semantic distortions, lack of planning
(b) Sender, receiver
(c) Channel, message
(d) Feedback, sender
8. It is a model of communication that has become very Influential model
(CO6, K1)
- (a) osgood and schramm model
(b) gatekeeper model
(c) barlund's model
(d) Laswell model

9. The very first communication model _____ (CO2, K1)
- (a) harold laswell's model
 - (b) osgood and schramm model
 - (c) aristotle's linear model
 - (d) barlund's model
10. Which type of model is linear model? (CO3, K1)
- (a) One way com (b) Two way com
 - (c) Three way com (d) None of the above

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Define Effective communication and discuss the uses of effective communication. (CO2, K1)
- Or
- (b) What is Interpersonal communication and what are the three stages in it? (CO1, K2)
12. (a) A businessman sends a voice message via phone to his worker about a meeting happening about their brand promotion. The worker does not receive the full message because of noise. It goes like this:

Businessman: We have a meeting at the office ("at 8 am" goes missing due to phone network disruption or noise)

Worker (feedback): At what lime?

Analyze the Six elements in this situation according to Shannon and Weaver Model of Communication.

(CO2, K2)

Or

(b) Distinguish Physical barrier from Psychological barrier with examples. (CO6, K1)

13. (a) Describe Semantic barrier and Linguistic barrier with examples. (CO6, K1)

Or

(b) Explain Connotative and Denotative in the process of communication? (CO2, K2)

14. (a) Construct interpersonal communication development as a fresher in college campus with mention to various stages. (CO3, K3)

Or

(b) Explain how culture and communication technology is interconnected. (CO4, K5)

15. (a) The quality of relationship between teacher and student is influenced by the teacher's ability to communicate effectively-Analyse the 7C's of Communication for successful communication. (CO5, K4)

Or

(b) Illustrate how different forms of new media have reshaped communication patterns and behaviors. (CO2, K6)

Part C (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Neha calls and asks her friend Sudha whether she will be free during the weekend to go for the newly released movie. Sudha replied that she has project work to complete. Identify the elements in this communication process and explain. (CO3, K4)

Or

(b) Give a detailed note on any waves of communication with suitable examples. (CO1, K3)

17. (a) Nonverbal communication an essential way of communicating meaning- Explain the importance and functions of Nonverbal communication in human relation. (CO2, K5)

Or

- (b) Two people are communicating each other but because of the barriers they couldn't able to communicate, how will they identify the barriers and solve the communication issue in accurate way. (CO6, K5)

18. (a) Imagine that you are a Candidate in the upcoming local Election. Determine the characteristics of body language as a public speaker. (CO3, K6)

Or

- (b) According to Laswell's Model of Communication, Television advertisements persuade the audience to buy the product. Examine the five elements with any one television advertisement of your choice. (CO1, K3)

19. (a) Describe the importance of mass communication in a developing country like India and also explain which mass medium is more effective in today's scenario from your views. (CO5, K2)

Or

- (b) Narrate the characteristics of Body Language with any five positive and negative body languages. (CO3, K2)

20. (a) Critically evaluate the role of Mass media in shaping the culture of society with examples from your surroundings. (CO4, K5)

Or

- (b) Discuss the emerging trends in communication for holistic growth of humans in the technological scenario. (CO6, K4)
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R0071

Sub. Code

515102

M.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Journalism and Mass Communication

MEDIA LANGUAGE AND NEWS REPORTING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. The pillar of the News is _____ (CO6, K2)
(a) News Value (b) News
(c) News Script (d) Breaking News
2. The number of people whose lives will be influenced in some way by the subject of the story is called (CO6, K1)
(a) Proximity (b) Controversy
(c) Impact (d) Timeliness
3. The word 'interview' was first introduced in (CO4, K1)
(a) 1989 (b) 1867
(c) 1976 (d) 1786
4. Celebrities make the news over small things because the news value of (CO6, K2)
(a) Prominence (b) Currency
(c) Human Interest (d) Novelty
5. Mandatory deadline for the release of a story is called: (CO5, K2)
(a) Hold (b) Scoop
(c) Release (d) embargo

6. Which of the following news values indicate the closeness to home? (CO6, K1)
(a) Timeliness (b) Proximity
(c) Impact (d) Controversy
7. “If a dog bites a man that is not news. But if a man bites a dog that is news” said by (CO6, K1)
(a) Amos Cummings (b) Charles A Dana
(c) Thomas George (d) Thomas Henry
8. In journalism, a “mojo” is (CO6, K2)
(a) Who carries her tools all time
(b) Who edits
(c) Who control news
(d) Who rewrite
9. A cardinal sin for a journalist is to (CO5, K1)
(a) Disagree with an editor
(b) Angers
(c) Local officials
(d) Misspell a name
10. A metaphor used by journalists and other writers to illustrate how information should be prioritized (CO5, K2)
(a) Timeliness (b) Journalism
(c) Inverted pyramid (d) News story

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Explain in detail 5Ws and 1H with recent news article? (CO5, K2)
- Or
- (b) Define interview. Discuss in detail the types of interviews with examples. (CO2, K3)

12. (a) What are the difference between news 'source' and news 'beat'? Give a brief note on beat reporter. (CO6, K4)

Or

- (b) Ms. Rose was not able to complete her article within the deadline since she was not sure of writing and rewriting concept now clarify her doubts by applying the concept into an article. (CO5, K3)

13. (a) Elaborate the "News values" in detail. (CO5, K2)

Or

- (b) Explain Inverted pyramid structure along with Diagram. (CO2, K3)

14. (a) Give a detailed note on characteristics of writing for broadcast news. (CO5, K3)

Or

- (b) Explain the methods of gathering news. (CO2, K2)

15. (a) Elaborate the characteristics of news stories. (CO2, K2)

Or

- (b) Discuss in detail about the types of news with examples. (CO6, K2)

Part C (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Discuss the principles of news writing and its relevance to responsible journalism. Illustrate with examples. (CO5, K4)

Or

- (b) The traditional news values are taking back seat as the characteristic of tabloid journalism are taking over newspaper. Do you agree with this statement? Give reasons for your answer. (CO5, K5)

17. (a) What are the tips can be used for writing headlines that grab attention of the readers? (CO5, K3)

Or

- (b) Discuss the role of the media in creating environmental awareness and its success or failure as a watch dog with reference to at least two recent examples. (CO2, K4)

18. (a) News has become more interpretative with the growth of 24 hours news television. Argue the value of interpretation to the public. (CO2, K5)

Or

- (b) Karthick has been promoted as senior reporter in a famous news channel. Sketch the characteristics of a senior journalist so that it would be helpful for Karthick to justify his position. (CO6, K6)

19. (a) Elaborate the types of reporting connect with current news. (CO6, K4)

Or

- (b) Classify and explain the following

(i) Copyright

(ii) Patent

(iii) Watermark

(iv) Trademark (CO3, K4)

20. (a) Monisha is working as a freelancer, she used to give news to many news channels. Identify what are the techniques she applied for editing a daily newspaper and a periodical? (CO5, K3)

Or

- (b) Editorial is a soul of newspaper. Comment with your views. (CO5, K2)

R0072

Sub. Code

515103

M.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Journalism and Mass Communication

Elective : MEDIA LAWS AND ETHICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. RNI was established by the recommendations of which Press Commission (CO1, K1)
(a) First (b) Second
(c) Third (d) Fourth
2. The official secret Act was amended in the year of (CO2, K1)
(a) 1973 (b) 1983
(c) 1990 (d) 1923
3. One of the functions of the press is (CO2, K1)
(a) Accuracy (b) Deadline
(c) Curiosity (d) Propaganda
4. Ombudsman is (CO1, K1)
(a) Public Servant (b) public advocate
(c) News reader (d) Director

5. Cybercrime means Crime using (CO5, K1)
(a) Communication (b) Coins
(c) Computers (d) Publications
6. Information Technology Act was amended in the year of (CO1, K1)
(a) 2010 (b) 2003
(c) 2005 (d) 2008
7. The first post-independence legislation in India is (CO1, K1)
(a) Official Secret Act (b) Radio Act
(c) Copyright Act (d) IT Act
8. The unauthorized use of material that is protected under intellectual property laws is (CO2, K2)
(a) Defamation (b) Stealing
(c) Infringement (d) Theft
9. The freedom of expression is guaranteed under _____ of Indian Constitution. (CO2, K1)
(a) article 19(1)(a) (b) article 19(2)
(c) article 19(1)(b) (d) none of these
10. Contempt of Court was enacted for the first time in the year _____. (CO1, K1)
(a) 1952 (b) 1962
(c) 1972 (d) 1982

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain free Press theory. (CO2, K2)
Or
(b) Right to information is a fundamental right - Discuss. (CO2, K6)

12. (a) Elaborate Press and Registration of Books Act and Vernacular Press act. (CO2, K4)

Or

- (b) Distinguish between powers and privileges of the Parliament and State Legislative Assemblies in Detail. (CO5, K4)

13. (a) Examine Civil and Criminal Law of Defamation. What is difference between Libel and Slander? (CO6, K4)

Or

- (b) Briefly the relationship between Democracy and Media. (CO1, K1)

14. (a) Explain the salient features of Obscenity with examples. (CO5, K2)

Or

- (b) Give an account on the provisions of prohibition Indecent Representation of Women Act. (CO2, K1)

15. (a) Discuss the Codes for Radio, Television and Advertising. (CO6, K6)

Or

- (b) Distinguish between ABC and Press Council of India. (CO2, K5)

Part C (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain different types of Censorships. (CO6, K5)

Or

- (b) Evaluate the functions Board of Film Certification. (CO5, K5)

17. (a) Elaborate in details the following (i) Contempt of Court (ii) Cinematograph Act, 1952 (iii) Right to Information Act (iv) Intellectual Property Right Legislations. (CO2, K4)

Or

- (b) Explain Fundamentals Rights and Freedom of Speech and Expression. (CO6, K2)
18. (a) Examine the status of freedom of media in pre and post Independent India. (CO2, K5)

Or

- (b) Elaborate the Chanda Committee, Verghese Committee. Joshi Committee and Prasar Bharati Act. (CO2, K5)
19. (a) Write a Short notes an (i) Working Journalist (ii) Slander-IPC 499-502 (iii) Cinematography act (iv) Copyright Act. 1911. (CO2, K6)

Or

- (b) Critically examine the working of Censor Board under the Cinematograph Act. (CO6, K5)
20. (a) Is commercial speech (Advertisements) a part of freedom of press? Comment your View. (CO4, K5)

Or

- (b) Explain the major media laws in India? (i) Copyright Act (ii) Drugs and Magic Remedies (Objectionable Advertisements) Act (iii) Right to Information Act (iv) Intellectual Property Right Legislations. (CO2, K3)

R0073

Sub. Code

515301

M.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Journalism and Mass Communication

CONTEMPORARY ISSUES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which of the following is the most important step for ensuring accuracy when consuming news and information about contemporary issues? (CO1, K1)
 - (a) Sharing information quickly on social media platforms
 - (b) Relying solely on one news source for all information
 - (c) Verifying facts and cross-referencing information from multiple reliable sources
 - (d) Avoiding news and information altogether
2. In news writing, what is the primary objective? (CO1, K2)
 - (a) Expressing personal opinions
 - (b) Providing accurate and objective information
 - (c) Entertaining the audience
 - (d) Promoting a particular viewpoint

3. Which of the following best defines human trafficking?
(CO6, K2)
- (a) Voluntary migration for better job opportunities
 - (b) Smuggling of goods across international borders
 - (c) Illegal movement of people across national borders
 - (d) Exploitative and coercive trade of human beings for labor, sex, or other purposes
4. What is a common cause of social conflicts? (CO4, K1)
- (a) Effective communication and collaboration
 - (b) Shared cultural values and beliefs
 - (c) Scarcity of resources or unequal distribution of resources
 - (d) Strong government control and regulation
5. Which of the following best describes cultural relativism?
(CO3, K1)
- (a) The belief that one's own culture is superior to all others
 - (b) The practice of judging other cultures solely by the standards and values of one's own culture
 - (c) The idea that cultural beliefs and practices should be understood within the context of that culture
 - (d) The promotion of cultural assimilation and uniformity worldwide

6. Which of the following best defines yellow journalism?
(CO1, K1)
- (a) Objective and impartial reporting of news events
 - (b) Sensationalized and biased reporting, often with exaggerated or misleading headlines
 - (c) Reporting on economic and financial topics in a transparent manner
 - (d) Reporting on environmental issues and conservation efforts
7. What is a significant concern in contemporary media landscape often associated with the rise of digital and social media platforms?
(CO4, K2)
- (a) Limited access to information
 - (b) Increased journalistic accountability
 - (c) Spread of misinformation and fake news
 - (d) Decreased diversity of voices
8. What role do social media platforms often play in the spread of fake news?
(CO4, K1)
- (a) They have strict editorial control over content, preventing the spread of fake news.
 - (b) They encourage critical thinking and fact-checking among users.
 - (c) They can amplify the rapid dissemination of unverified or false information.
 - (d) They actively fact-check and verify all content before it's posted.

9. Which of the following is a common consequence of the spread of fake news on social media? (CO1, K1)
- (a) Enhanced critical thinking skills among users
 - (b) Increased trust in mainstream media outlets
 - (c) Erosion of public trust in information sources
 - (d) Reduced engagement and sharing of news articles
10. What does the term “cross-media ownership” refer to in the context of media? (CO6, K2)
- (a) The ownership of multiple media outlets within a single medium, such as owning several television stations.
 - (b) The sharing of news stories and content across different media platforms.
 - (c) The ownership of multiple media outlets across different types of media, such as owning television stations newspapers and radio stations.
 - (d) The ownership of media outlets by individuals without any corporate affiliations.

Part B (5 × 5 = 25)

Answer **all** the questions, not more than 500 words each.

11. (a) Outline the concept of Contemporary Issues. (CO1, K1)

Or

- (b) Describe the formation of the Universal declaration of human rights. (CO6, K2)

12. (a) What is the effect of globalization on health care?
(CO3, K1)

Or

- (b) Explain the different economic and cultural rights.
(CO2, K2)

13. (a) Discuss about the key contributing factors to the phenomenon of climate change, and how do they impact the environment and human societies.
(CO5, K4)

Or

- (b) How can societies promote greater understanding and tolerance among different racial and religious groups, and what role does education play in achieving this goal?
(CO1, K3)

14. (a) Examine how does communalism manifest in society and what are the underlying causes and consequences of communal tensions. (CO1, K5)

Or

- (b) Compare how do economic and political issues between the central government and state governments impact the overall governance and development of a country?
(CO2, K4)

15. (a) Discuss the role of government policies in improving educational standards and ensuring equal access to quality education opportunities. (CO2, K2)

Or

- (b) How does the news values influence your editorial decisions?
(CO1, K5)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) How can media literacy and responsible journalism help individuals navigate the influence of media on their ideological perspectives? (CO5, K4)

Or

- (b) Determine the role of education, health care, and social policies play in achieving social sustainability goals. (CO5, K5)
17. (a) What are some of the unique socio-economic challenges that rural communities face and how can government policies and community initiatives contribute to improving the overall quality of life in rural areas? (CO2, K4)

Or

- (b) Compare how do United Nations (UN) bodies and international forums collaborate to address pressing global challenges such as conflict resolution humanitarian crises and sustainable development. (CO6, K2)
18. (a) Identify what are the main factors that drive illegal migration, and what are the social, economic and political implications of this phenomenon for both the host countries and the migrants themselves. (CO3, K4)

Or

- (b) What is the concept of 'paid news' and why is it considered a threat to journalistic integrity and the credibility of media outlets? (CO1, K5)

19. (a) Explain the key challenges and opportunities associated with implementing agricultural and land reforms in rural areas. (CO5, K5)

Or

- (b) Choose an underlying causes of regional conflicts, and explain how can diplomatic efforts and international cooperation be employed to resolve these conflicts peacefully. (CO6, K6)
20. (a) Design an educational campaign aimed at raising awareness about the dangers of fake news on social media platforms. (CO6, K6)

Or

- (b) Discuss the common challenges that press associations encounter in their efforts to support journalists and uphold press freedom. (CO4, K4)
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R0074

Sub. Code

515302

M.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Journalism and Mass Communication

BROADCAST JOURNALISM

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which of the following is a private radio station?
(CO1, K1)
(a) Vividh Bharati (b) Yuva vani
(c) Radio Mirchi (d) Pudukkottai Vani
2. Which of the following is not a function of radio?
(CO2, K1)
(a) Educate (b) Inform
(c) Entertainment (d) Fragmentation
3. What is an audio editing software among the following?
(CO2, K1)
(a) Adobe Photoshop (b) Blender
(c) Adobe Audition (d) Photo pin
4. Which one is not an audio file format?
(CO2, K2)
(a) MP3 (b) MIP4
(c) WAV (d) MPEG2

5. Broadcasting Commercials means? (CO2, K2)
- (a) Advertisements (b) Talk show
(c) Music show (d) Variety of voice
6. What is the main news value component? (CO6, K1)
- (a) Biased (b) Unethical
(c) Objectivity (d) Falsehood
7. _____ is the type of camera movement that process have camera should not move but the lens can move. (CO2, K2)
- (a) Pan (b) Tilt
(c) Dolly (d) Zoom
8. PTC means? (CO2, K1)
- (a) Piece to Camera (b) Peace to Camera
(c) Picture to Camera (d) Pose to Camera
9. In the script writing format INT means? (CO2, K1)
- (a) Interior (b) Introduction of the scene
(c) Interaction (d) All of the above
10. Who is the main character of the movie is called as _____ (CO2, K2)
- (a) Antagonist (b) Protagonist
(c) Guest role (d) All of the above

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Role of community radio for the development of rural people. (CO1, K2)

Or

- (b) Examine the commercial program in 'Vividh Bharati'. (CO3, K5)

12. (a) Role of news producers. (CO3, K2)

Or

- (b) Categories the different types of music programs. (CO5, K4)

13. (a) Explain the types of camera movements. (CO2, K2)

Or

- (b) Explain the role of program executive in television. (CO1, K2)

14. (a) Classify the Three-point lighting with the diagram. (CO2, K4)

Or

- (b) Explain the role of new media in Educational sector. (CO1, K5)

15. (a) Determine the qualities of scriptwriter. (CO6, K5)

Or

- (b) Compare the documentary and docu-drama. (CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Discuss the impact of FM Radio in Tamilnadu.
(CO3, K4)

Or

- (b) Explain the details of AIR code. (CO3, K4)

17. (a) Determine the responsibilities of news reporter.
(CO3, K2)

Or

- (b) Categories the different types of radio programs.
(CO2, K4)

18. (a) Discuss on 'New Media Technology'. (CO2, K4)

Or

- (b) Classify the news room and studio layout of television.
(CO5, K4)

19. (a) Categories the different types of camera shots.
(CO2, K4)

Or

- (b) Summaries the live coverage of news. (CO6, K2)

20. (a) Explain the production aspects. (CO6, K2)

Or

- (b) Summaries about research, synopsis, outline and treatment in script writing.
(CO6, K6)

R0075

Sub. Code

515303

M.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Journalism and Mass Communication

Elective – DEVELOPMENT COMMUNICATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct options.

1. How many Millennium development goals are there?
(CO1, K1)
(a) 5 (b) 8
(c) 10 (d) 12
2. Who drafted the Five Year Plans of India? (CO1, K1)
(a) Jawaharlal Nehru
(b) A.P.J. Abdul Kalam
(c) Lal Bahadur Shastri
(d) Indira Gandhi
3. Identify the key variable used in modernization theory?
(CO1, K2)
(a) Scope (b) Cost
(c) Communication (d) Quality

4. Wilbur Schramm's model of communication was published in? (CO2, K1)
(a) 1954 (b) 1945
(c) 1930 (d) 1980
5. Choose the other term for development communication division? (CO1, K2)
(a) Lancom (b) UNDP
(c) UNICEF (d) Devcom
6. Indicate the success of communication in Wibur's model? (CO2, K2)
(a) based on cultural difference
(b) depends on experience of the participants
(c) based on feedbacks
(d) depends on subject matter
7. Expand ICT (CO2, K1)
(a) Information and communication technology
(b) Infer communication topology
(c) Internet connection topology
(d) Inter connect technology
8. Which is believed to be a milestone in history of Indian Television? (CO1, K2)
(a) Jhabua Development Communication Project
(b) Five Year Plans of India
(c) Satellite Instructional Television Experiment
(d) Kheda Communication Project
9. If you are an activist who wanted to take initiatives in development of society which field you would choose? (CO2, K3)
(a) Medicine (b) Media
(c) Education (d) Research

10. What does SHG stand for? (CO1, K1)
- (a) Study Heath Grade
 - (b) Self Hope Group
 - (c) Self Help Group
 - (d) Sake Help Group

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the concept of development communication. (CO1, K2)
- Or
- (b) Examine the role of media in development. (CO1, K2)
12. (a) Analyse the model of Daniel Lerner in detail. (CO3, K4)
- Or
- (b) Analyse the model of Wilbur Schramm. (CO3, K4)
13. (a) What is social activism? (CO2, K1)
- Or
- (b) Explain Social Marketing in detail. (CO2, K1)
14. (a) Classify the indicators of development. (CO1, K2)
- Or
- (b) Examine the dominant paradigm in paradigms of development. (CO4, K2)
15. (a) Evaluate the outcomes of efforts by NGOs in development. (CO4, K3)
- Or
- (b) Justify the role of news papers in development communication. (CO4, K3)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Distinguish social marketing and social advertising on basis of development sectors communication. (CO2, K4)

Or

- (b) Interpret the idea of Gandhi in development. (CO6, K4)

17. (a) Express the uses of ICT in development communication. (CO6, K1)

Or

- (b) Explain Kheda Communication Project (KCP). (CO4, K1)

18. (a) Show a contemporary issue and find out its development. (CO4, K5)

Or

- (b) If you are an social activist how would you use media for development. (CO4, K5)

19. (a) Generate an essay on how participatory rural appraisal deal with development. (CO6, K2)

Or

- (b) Examine the effects/results of Five Year Plans of India. (CO3, K2)

20. (a) If you are member of Self Help Group what will be your contributions towards development. (CO6, K3)

Or

- (b) Analyse the interrelationship of communication and development. (CO6, K3)