

(PGDJ 01)

PG DIPLOMA EXAMINATION, MAY – 2015
JOURNALISM AND MASS COMMUNICATION

Paper – I : Introduction to Communication and History of Journalism

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions.

All questions carry equal marks.

- 1) Explain the concept and scope of communication.
- 2) State the importance of mass communication.
- 3) Bring out the impact of mass media on communication.
- 4) Critically examine any one theory of Press known to you.
- 5) What are features of new Comb's ABX model of communication?
- 6) Give an account of different purposes of communication models.
- 7) Elucidate the contribution of Mahatma Gandhi to Indian Journalism.
- 8) Describe the growth of National Press.
- 9) Discuss the coverage of regional telugu news papers.
- 10) Explain the growth of Andhra Jyothi.



(PGDJ 02)

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JOURNALISM AND MASS COMMUNICATION

Paper – II : Reporting and Editing

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions.

All questions carry equal marks.

- 1) Explain the structure of news theory.
- 2) What are the sources of news?
- 3) State the considerations in editorial writing.
- 4) Elucidate the techniques employed in Press interviews.
- 5) What are the functions of Press manager?
- 6) Give an account of Press agencies in Andhra Pradesh.
- 7) Elucidate the symbols used in Proof reading.
- 8) Bring out the features of electronic editing.
- 9) Explain the process of colour printing.
- 10) Enumerate the technology used in the production of news paper.



(PGDJ 03)

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Paper – III : Public Relations and Advertising

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions.

All questions carry equal marks.

- 1) Explain the nature and role of Public relations.
- 2) Bring out the four stages of Public relations.
- 3) State the merits of audio-visual aids and websites.
- 4) Bring out different tools used in public relations.
- 5) Analyse the public relations in private organizations.
- 6) Explain the importance of relations with internal persons.
- 7) What are the functions of advertising agency?
- 8) Give an account of ethical aspects of advertising.
- 9) Describe the considerations in writing advertising copy for electronic media.
- 10) Discuss the stages involved in the planning of advertisement campaign.



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Paper - IV : Radio and Television Production

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions.

All questions carry equal marks.

- 1) What are the characteristics of TV?
- 2) Explain the growth of electronic media after globalisation.
- 3) State the considerations while selecting a technique to write a radio programme.
- 4) Bring out the techniques used while recording special audience programmes.
- 5) How do you write a television programme for discussion?
- 6) Describe the functions of sound effects.
- 7) Discuss the media units of Information and Broadcasting ministry.
- 8) Give an account of organisational structure of radio.
- 9) State the provisions of contempt of Court Act, 1971.
- 10) Explain media laws relating to freedom of speech and expression.



(PGDJ 05)

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Paper - V : Media Law and Ethics

Time : 3 Hours

Maximum Marks : 80

Answer any Five questions.

All questions carry equal marks.

- 1) State the limitations to the freedom of speech and expression.
- 2) Explain the parliamentary and legislative privileges concerning media.
- 3) What are the salient features of Official Secrets Act?
- 4) Bring out the service conditions of Journalists and other newspaper employees.
- 5) Explain the satellite regulations in India.
- 6) Describe the provisions of Prasar Bharathi Act.
- 7) Elucidate the broad guidelines relating to press.
- 8) Enumerate the codes prescribed for radio and TV.
- 9) Describe the evils of yellow Journalism.
- 10) Discuss the role of media councils in the World.

