

(DJ01)

M.A. (Previous) DEGREE EXAMINATION, DEC. - 2015

First Year

JOURNALISM AND MASS COMMUNICATION

Paper - I : Introduction to Communication and History of Journalism

Time : 3 Hours

Maximum Marks : 70

Answer any Five of the following

All Questions carry equal marks

- 1) State the nature and scope of communication.
- 2) Explain the trend in new media technology.
- 3) Discuss the growth of mass media.
- 4) What is the significance of mass media?
- 5) Critically examine Os good and Schramm model of communication.
- 6) Elucidate any one theory of communication which is known to you.
- 7) Enumerate the contribution of Hickey to Journalism.
- 8) Review the early Journalism in India.
- 9) Describe the coverage of Krishna Patrika.
- 10) Give an account of coverage of regional newspaper.



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Paper - II : Reporting and Editing

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All Questions carry equal marks

- 1) Explain different kinds of leads.
- 2) State the skills required for reporting.
- 3) What are the considerations in editorial writing?
- 4) How do you conduct investigative reporting.
- 5) Enumerate the functions of newspaper staff.
- 6) Bring out the working of UNI.
- 7) Describe the fundamentals followed in editing.
- 8) Give an account of Jargon of editing.
- 9) Explain the steps involved in photo offset printing.
- 10) Elucidate the phases involved in desktop publishing.



(DJ03)

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Paper - III : Public Relations and Advertising

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All Questions carry equal marks

- 1) Explain the stages involved in public relations.
- 2) State the role of public relations.
- 3) Describe website as an public relations tool.
- 4) Elucidate the significance of posters and open house in public relations.
- 5) Give an account of Public relations in software industry.
- 6) How are media relations in India?
- 7) Enumerate the economic aspects of advertising.
- 8) Bring out the structure of advertising agency.
- 9) What are the elements of advertising?
- 10) State the considerations in the preparation of advertising copy.



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Paper - IV : Radio and Television Production

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All Questions carry equal marks

- 1) What are the features of TV and Radio.
- 2) State the landmarks in the growth of TV
- 3) How do you record documentary in a radio?
- 4) Explain the recording of news and talks in radio.
- 5) Elucidate the classification of shots.
- 6) Describe the functions of sound effects.
- 7) Examine the working of I and B Ministry.
- 8) Elucidate the organizational structure of radio.
- 9) Explain the provisions of Law of Defamation.
- 10) Examine the law relating to freedom of speech.



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Paper - V : Media Law and Ethics

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All Questions carry equal marks

- 1) What are the Directive Principles of State policy.
- 2) State the legislative privileges relating to media.
- 3) Explain the disadvantages of Right to Information Act.
- 4) Enumerate the salient features of copyright Act.
- 5) Analyse the provisions of Prasar Bharathi Act.
- 6) How are satellite regulations implemented?
- 7) Examine the working of PCI.
- 8) Elucidate the working of Press council.
- 9) Elucidate ethical issues related to ownership of media.
- 10) Make out arguments for and against independence of media.

