

DE-3707**Sub. Code****11****DISTANCE EDUCATION****M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.****INTRODUCTION TO MASS COMMUNICATION****Time : Three hours****Maximum : 100 marks****SECTION A — (5 × 8 = 40 marks)****Answer any FIVE questions.**

1. What is mass communication? Give the functions.
2. Explain the types of communication.
3. Explain the few models of communication.
4. What is Journalism and explain its values?
5. Explain about press freedom in India.
6. Elucidate the functions of PCI.
7. Explain about various mass media theories.
8. Discuss the role of media in education.

SECTION B — (4 × 15 = 60 marks)**Answer any FOUR questions.**

9. Write briefly about various media regulations in India.
10. Explain various media institutions in India.
11. Explain about the SITE project.

12. Elaborate about the history of radio in India.
 13. Explain the various recommendations of second press commission.
 14. Elaborate the Varghees committee.
 15. Give an essay on Prasar Bharathi Bill.
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DE-3708**Sub. Code****12**

DISTANCE EDUCATION

M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.

REPORTING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions in 200 words each.

1. What is lead?
2. Define – News.
3. Explain special correspondent.
4. What is Photo Journalism?
5. What is trend reporting?
6. What do you mean by Government beats?
7. What is investigative reporting?
8. What is public service journalism?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in 400 words each.

All questions carry equal marks.

9. Write about structure of news story.
10. What are the qualities needed for a good reporter?

11. Write about different methods of news gathering.
 12. Explain the feature writing and various types of features.
 13. Define beat – Explain about different types of beats.
 14. What are the requirements to become a column writer?
 15. Clarify the requirements of interpretative and investigative reporting.
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DE-3709**Sub. Code****13**

DISTANCE EDUCATION

M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.

EDITING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions in 200 words each.

1. What is outline writing?
2. What is the role of sub-editor?
3. What is Page make-up?
4. Explain Typography.
5. What is Head line?
6. What is typesetting?
7. What is readability?
8. Write short note on different kinds of type setting.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in 400 words each.

All questions carry equal marks.

9. Explain the techniques of page saving.
10. Explain the role of a News Editor.

11. Elucidate the difference between editor and resident editor.
 12. Describe various types of headlines.
 13. Explain the duties and responsibilities of an editor.
 14. Describe the various types of editorials.
 15. Write an essay on new trends in page-make-Up.
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DE-3710**Sub. Code****14****DISTANCE EDUCATION****M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.****MEDIA HISTORY AND LAWS IN INDIA****Time : Three hours****Maximum : 100 marks****PART A — (5 × 8 = 40 marks)****Answer any FIVE questions in 200 words each.**

1. What is the difference between Ethics and Law?
2. Right to Information Act.
3. Press Council of India.
4. Telegraph Act 1933.
5. Press Information Bureau.
6. Registrar of Newspapers for India.
7. Code of ethics.
8. Right to privacy.

PART B — (4 × 15 = 60 marks)**Answer any FOUR questions in 400 words each.**

9. Write an essay on ethics in news publishing.
10. What are the ethics of media suggested by the Press Council India?
11. Describe code of ethics of Indian Press Council.

12. Write the short history of Indian cinema.
 13. What do you understand by the Contempt of Courts Act?
 14. How the Act of defamation affects the freedom of press?
 15. Elucidate the Indian Telegraph Act-1885 and Indian Post office Act-1898.
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DE-3711**Sub. Code****15**

DISTANCE EDUCATION

M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.

WOMEN AND MEDIA

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain about culture imperialism.
2. Give your opinion on how to empower women in media?
3. What stereotypes of women are as portrayed in the media?
4. What is negative self image?
5. What is reductionism?
6. Explain the portrayal of women in newspapers.
7. Elaborate the term gender discrimination in media.
8. Discuss – 'Women versus new media'.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Comment the opportunities and barriers for women in media.
10. How will be the media can use for social changes? Elaborate.

11. 'Women empowerment and media' – Elucidate the term.
 12. Explain the portrayal of women in print magazines.
 13. Elaborate about the alternative media.
 14. Illustrate the term dial image.
 15. Write an essay on influence of advertisement among adult women.
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DE-3712**Sub. Code****21****DISTANCE EDUCATION****M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.****ADVERTISING**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is an advertisement? Explain its types.
2. What is stereotypic representation in advertisement?
3. What is copy writing?
4. What is advertising campaigns?
5. Explain media buying and media selection.
6. Explain about new trends in advertising.
7. Explain the various rules and regulations in advertising.
8. Explain the difference between advertising and the publicity.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the growth of advertisement industry in India.
10. Enumerate the various sales promotion techniques.

11. “Advertising encourages the possession of material goods. This instant gratification takes the human mind away from the finer things of life” – Elucidate.
 12. Explain about the various department and its functions in an advertising agencies.
 13. Elaborate current standard of advertisement in various media.
 14. “People are increasingly interested in not only the product and service they buy but the company behind the product” – Elaborate.
 15. “Advertising is influences the audience and buying behaviour” – Do you agree?
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DE-3713**Sub. Code****22**

DISTANCE EDUCATION

M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.

PUBLIC RELATIONS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions in 200 words each.

1. Define Public Relations.
2. Explain the opportunities of PR.
3. Advertorial.
4. Paid News.
5. What you mean by persuasion?
6. Propaganda.
7. Press meet.
8. Target audience.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in 400 words each.

All questions carry equal marks.

9. What are the evaluation methods to be followed in the PR? Explain.
10. Write an essay on your own about the status of PR in India.

11. Describe the Steps in PR Research.
 12. Describe various laws regarding public relations.
 13. Documentary films are best medium for public campaign – Discuss.
 14. Write about the structure of the PR agency and duties of various personnel.
 15. How do choose media in a heterogeneous society for a public campaign?
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DE-3714**Sub. Code****23**

DISTANCE EDUCATION

M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.

DEVELOPMENT COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is development motivation?
2. What is integrated development?
3. Explain - SITE.
4. What is modernization?
5. Explain community radio.
6. What are the indicators of development?
7. What is self reliance?
8. Define development communication.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in 400 words each.

All questions carry equal marks.

9. Write an essay on use of traditional media as development communication.
10. Elucidate the popular participation model of development communication.

11. Illustrate various development methods used for India's development in history.
12. Describe the role of communication in development.
13. Explain dominant paradigms of development.
14. Elucidate the role of mass media in the process of modernization.
15. Write short note on the following :
 - (a) Kheda communications project
 - (b) Diffusion of innovation
 - (c) Self Reliance.

DE-3715**Sub. Code****24**

DISTANCE EDUCATION

M.A. (MC and JR)/MJMC DEGREE EXAMINATION,
MAY 2018.

MASS COMMUNICATION RESEARCH

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is media research and its importance?
2. Explain about SPSS.
3. What is replication? Explain the various types of replication.
4. What is sampling? Explain the various sampling techniques.
5. Explain the various steps and procedure for conducting a Survey research.
6. Explore the differences between the interview schedule and questionnaire.
7. "Review of literature is the backbone for doing a research" – Explain.
8. Elaborate about the quantitative research.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the content analysis method in print media research.
10. What is called variable? Elaborate the different types of variable.
11. Elaborate the primary and secondary data with example.
12. What to be kept in mind in writing research report and how to use graphics in data presentation?
13. Design and frame 25 questions for conducting a survey research for the title of “Influence of television advertisements on adolescents”.
14. Elaborate various ethical issues in media research.
15. Explain the various process of media research.

DE-3716**Sub. Code****25****DISTANCE EDUCATION****M.A. (MC AND JR)/MJMC DEGREE EXAMINATION,
MAY 2018.****WRITING AND REPORTING FOR NEW MEDIA****Time : Three hours****Maximum : 100 marks****PART A — (5 × 8 = 40 marks)****Answer any FIVE questions.**

1. Write about the growth of computer networks in India.
2. Explain the computer Operating System.
3. Define Plagiarism.
4. Explain the social network.
5. Discuss the MS products.
6. Define the XML.
7. Explain the Blog and Blogger.
8. Define the Media Convergence.

PART B — (4 × 15 = 60 marks)**Answer any FOUR questions.**

9. Give your opinion on massive growth of Social Media. Discuss its advantages.
10. Explain the history of E-mail.

11. Explain the influences of Web Portal in India. Give Examples of latest web portal.
 12. Explain the following :
 - (a) CMS
 - (b) My SQL
 - (c) Yebhi
 - (d) Digital culture
 - (e) Phishing
 - (f) E-Journalism.
 13. Write about the advantages and disadvantages of e-publishing.
 14. Is Internet reduces the book reading habit on youth - Suggest your opinion.
 15. Explain the linkage to original sources of news and background information.
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