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DE–3069

DISTANCE EDUCATION

M.A.(MC & JR) DEGREE EXAMINATION, MAY 2008.

INTRODUCTION TO MASS COMMUNICATION

(Old and 2002 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE in 200 words each.

All questions carry equal marks.

1. Discuss the scope of communication. -
2. Describe the functions of electronic media.
3. Mention Internet as a medium of information exchange.
4. List some government media units and their responsibilities.
5. Offer your comments on the working of Indian press.
6. Explain the SMCR model of communication.
7. Mention the nature of mass communication.
8. Explain the role of Advertising Association of India in promoting professionalism.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in 400 words each.

All questions carry equal marks.

1. Enunciate television as medium of mass communication.
2. What is the role and responsibility of the Information and Broadcasting Ministry?
3. Trace the growth of cable channels in India.
4. After the proliferation of television channels, India has witnessed development reporting that influenced the economic growth of the country. Elaborate.
5. Explain the portrayal of women in mass media.
6. Freedom of the press is important to the country and its political and social development. Are we guaranteed freedom in our constitution? Illustrate.
7. Though internet connectivity is an indicator of development, by itself it wilt be misleading to conclude that India has developed because of that. Offer your views.

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DE–3070

**12**

DISTANCE EDUCATION

M.A. (MC & Jr.) DEGREE EXAMINATION, MAY 2008.

REPORTING

(Old and 2002 onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

All questions carry equal marks.

1. Define News.
2. Explain quotation lead.
3. Who is a columnist?
4. ‘‘Reporting is the thankless job’’ — Why?
5. Enumerate the sources of news.
6. What are the guidelines you would follow while conducting an interview.
7. Explain ‘‘Interpretative Reporting’’.
8. What is Trend Reporting?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

All questions carry equal marks.

1. ‘‘An intelligent reporter is far more valuable than an intelligent editor’’. Examine.
2. Discuss the different kinds of leads with examples.
3. Column is personal journalism at its best. Elaborate.
4. ‘‘Without interview there will be very little news in the papers’’. Do you agree?
5. Discuss in detail the sources of science news.
6. ‘‘In sports reporting the style should be virile, informal and graphic’’. Establish.
7. Write a review of a book you have recently read and give your guidelines for writing book reviews.

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DE–3071

DISTANCE EDUCATION

M.A. (MC and JR) DEGREE EXAMINATION, MAY 2008.

EDITING

(Old and 2002 onwards)

Time : Three hours Maximum : 100 marks

1. PART A — (5 × 8 = 40 marks)
2. Answer any FIVE of the following.
3. Explain the technological advances that have taken place recent times in News paper production.
4. What are the various sources of News?
5. Briefly explain different proof reading symbols.
6. Explain style sheet and its functions.
7. Bring out the modern trends of Headline writing with suitable examples.
8. Explain the mechanics of dummying.
9. Elaborate on the importance of picture editing.
10. What are the different type setting styles available?
11. PART B — (4 × 15 = 60 marks)
12. Answer any FOUR of the following.
13. Explain in detail about Newspaper Production Process.
14. Discuss the functioning of a News Room.
15. Briefly explain the importance of copy editing.
16. Explain different types of editorials and their advantages.
17. Discuss the modern trends in page make-up.
18. Describe the different classification of typography.
19. ‘Editing has been made simple because of new Technological innovations’ – comment on the statement.
20. ———————

DE–3072

**14**

DISTANCE EDUCATION

M.A. (MC and JR) DEGREE EXAMINATION, MAY 2008.

MEDIA HISTORY AND LAWS IN INDIA

(Old and 2002 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

1. What is the role of Press in India's freedom movement?
2. What are the roles of a journalist?
3. Trace the history of newspapers in India.
4. Briefly explain the Copyright Act, 1957.
5. Explain The Newspaper (Price and Page) Act of 1956.
6. What is the need for broadcast code for commercial advertisements?
7. State how television is useful to people as a mass media.
8. Why do we need mass media laws?

PART B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

1. Write a detailed essay on the development of cinema in India and it's impact.
2. Explain the contempt of Courts Act of 1971 and illustrate any one case of interest to you.
3. Explain the need for and uses of the Indian Post Office Act (1898). Is it still relevant today? Express your views.
4. What are the associations of press that function in India? Explain their roles.
5. Explain how the MRTP Act of 1969, helps protect the consumers in India.
6. Critically examine the Indecent Representation of Women (Prohibition) Act of 1986.
7. Compare and contrast Radio and TV as mass media vehicles in a democratic country like India.

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DE–3073

DISTANCE EDUCATION

M.A. (MC & JR) DEGREE EXAMINATION, MAY 2008.

WOMEN AND MEDIA

(2002 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the importance of communications.
2. Explain the impact of electronic media.
3. Discuss the portrayed of women by media.
4. What is reductionism and objectification?
5. What is media policy?
6. ‘‘Women are exploited by advertisement’’. Comment.
7. Relate media and social change.
8. Explain training media.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

1. Explain various modes of communication in India.
2. What is the role of women in media?
3. How are women projected in media? What are the effects?
4. What is meant by consumerism? How women are misused by media to increase the sales of the product?
5. What are the job opportunities and barriers for women in media?
6. What is women portrayed in media? Express your views for solving the problem.
7. What is appropriate media? Explain the training material.

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DE–3074

DISTANCE EDUCATION

M.A. (MC & JR) DEGREE EXAMINATION, MAY 2008.

ADVERTISING

(Old and 2002 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions of the following.

1. Explain the scope and objectives of advertising.
2. Discuss the structure of an Advertising Agency.
3. Describe the functions of advertising.
4. What are types of advertising?
5. Explain advertisement copy writing techniques.
6. Describe the media mix of advertising campaigns.
7. Explain the code for commercial advertising on AIR.
8. Explain the evil effects of advertising.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions of the following.

1. Explain the importance of advertising in the marketing process.
2. Discuss the development of advertising in India.
3. Discuss the psychology of advertising.
4. What is advertisement copy? Explain its elements.
5. How can you measure the effectiveness of an advertisement?
6. Explain briefly about the advertising campaign.
7. Discuss the code of advertising practice of the Advertising Standard Council of India.
8. ————————

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DE–3075

DISTANCE EDUCATION

M.A. (MC & JR) DEGREE EXAMINATION, MAY 2008.

PUBLIC RELATIONS

(Old and 2002 onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define Publicity with illustrations.
2. Explain the advantages of public opinion.
3. Discuss the structure and functions of a PR Department in Government.
4. Enumerate the qualities of a good PRO.
5. Discuss the functions of pr counselling and mass media.
6. How does public relations differ from campaigns?
7. What is the new trends in PR?
8. State the ethics of public relations.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

1. Discuss history and development of PR in India.
2. What is the importance of public opinion to PR. How can public opinion be influenced by a PR practioner?
3. Write short notes on :
4. (a) mass media
   1. (b) house journals
   2. (c) press conference
   3. (d) news letter
   4. (e) exhibitions.
5. Discuss PR programmes and campaigns.
6. Explain the latest trends in Pr.
7. PR is the art of making a company liked and respected by the employees and customers’’ - Discuss.
8. How would you prepare the House Journal for a Joint Stock Company?

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DE–3076

DISTANCE EDUCATION

M.A.(MC & JR) DEGREE EXAMINATION, MAY 2008.

DEVELOPMENT COMMUNICATION

(Old & 2002 onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

All questions carry equal marks.

1. Define Development communication.
2. Explain dominant paradigm.
3. What are the key elements of the cultural factors model?
4. ‘Powerful effects model of mass media’ - Explain.
5. What is Integrated development?
6. Explain ‘‘Alternative paradigm’’.
7. Write a note on SITE experiment.
8. What is Gandhi Metha model?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

All questions carry equal marks.

1. Discuss the pro persuasion and pro-top-down Biases of early development communication models.
2. Discuss in detail the communication model prescribed by the dominant paradigm.
3. Explain participatory development and discuss the methods you would follow in designing the messages for this approach to development.
4. Communication helps in smooth transition from one stage of development to another by providing necessary links’’ - Elucidate.
5. Discuss the salient features of the Basic needs model of development and explain the role of communication in this model.
6. Examine All India Radio as a tool for development.
7. ‘‘Pro-development soap-operas may have an important potential for development communication’’ - Evaluate.

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DE–3077

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DISTANCE EDUCATION

M.A. (MC & JR) DEGREE EXAMINATION, MAY 2008.

MASS COMMUNICATION RESEARCH

(Old and 2002 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE in about 200 words each.

1. Define ‘Research’ and ‘Communication Research’.
2. What is a hypothesis?
3. What do you mean by a Research Interview?
4. Write a note on sampling methods.
5. Distinguish primary source from secondary source.
6. Explain experimental group and control group.
7. Describe the methods of writing Bibliography and Endnotes in Mass Communication Research.
8. What is review of literature? Explain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR in about 800 words each.

1. Discuss the characteristics of a good media researcher.
2. Examine the role played by internet in communication research.
3. Prepare a questionnaire consisting of atleast 25 questions to conduct a survey on the topic ‘‘women and mega serials’’.
4. Write an experimental research design for the topic   
   ‘‘The impact of Television violence on children’’.
5. Discuss the advantages as well as the disadvantages of using content analysis as a research technique.
6. Bring out the significance of Participant observation method in audience research.
7. Discuss the structure and organisation of a research report.

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DE–3078

DISTANCE EDUCATION

M.A. (MC and JR) DEGREE EXAMINATION, MAY 2008.

WRITING AND REPORTING FOR NEW MEDIA

(2002 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the following features of :
   1. (a) DOS.
   2. (b) Window.
2. Give the usage of MS word and MS-Excel features.
3. Compare the Hardware and Software Features.
4. Clearly explain the Network Protocols.
5. List out the styles of writing for New Media.
6. Give the usage of Hyperlinks with an example.
7. Compare the benefit of Public Relations and New Media.
8. Explain “Hyper text” and its uses.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

1. Explain the characteristics of computer I/O system.
2. Give an usage of E-mail and internet.
3. Explain the following website and its use :
   1. (a) Government.
   2. (b) Education.
4. Trace the growth of Computer Networks and its application in news media.
5. Give the features of following window.
   1. (a) Window NT.
   2. (b) Window XT.
   3. (c) Windows 2000.
6. What is video conferencing? Explain its relevance.
7. Discuss on :
   1. (a) News Feeds.
   2. (b) Styles.
   3. (c) URLIS.
8. ————————