

(DJ 01)

M.A. (Previous) DEGREE EXAMINATION, DECEMBER 2008.

First Year

Journalism and Mass Communication

**Paper I — INTRODUCTION TO COMMUNICATION AND HISTORY OF
JOURNALISM**

Time : Three hours

Maximum : 100 marks

**Answer any FIVE questions.
All questions carry equal marks.**

1. Explain the kinds of communication.
2. Define “Communication” and examine its scope.
3. Examine the features of traditional media.
4. Discuss the concepts of mass communication.
5. Bring out the impact of mass media on society.
6. What is meant by “Communication model”? What is the purpose of models?
7. Trace the history of nationalist press.
8. Narrate the contribution of Tilak and Gandhi to Indian Journalism.
9. Describe the growth of Telugu News Papers.
10. What are the major trends in Telugu Journalism?

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DECEMBER 2008.**

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Paper II — REPORTING AND EDITING

Time : Three hours

Maximum : 100 marks

**Answer any FIVE questions.
All questions carry equal marks.**

1. Critically evaluate the contribution of Hindustan Samachar.
2. Explain the hierarchy and functions of staff in a newspaper agency.
3. What are news values? State the structure of news story.
4. Classify leads what are the sources of news.
5. Explain different kinds of reporting with examples.
6. Discuss the process of writing reports.
7. Describe the symbols used in editing and proof reading.
8. Write a feature on any temple known to you.
9. Enumerate the process of desk top publishing.
10. What are the recent trends in printing process?

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Paper III — PUBLIC RELATIONS AND ADVERTISING

Time : Three hours

Maximum : 100 marks

**Answer any FIVE questions.
All questions carry equal marks.**

1. Explain the nature and significance of public relations.

2. Distinguish between publicity and public relations. State the stages involved in public relations.
3. Describe the trend in public relations in Government in recent times.
4. What are the cultural and social aspects of advertising?
5. Bring out the structure and functions of advertising agency.
6. Explain the process of preparing advertising copy.
7. Draft an advertising copy for electronic media with an example.
8. Bring out the relationship between public relations and public.
9. As PRO, how do you organise press conference.
10. How do you assess the impact of porters and websites on public relations?

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Paper IV — RADIO AND TELEVISION PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Examine the characteristics of Television and explain the nature of TV as against Radio.
2. Bring out the recent trends in electronic media after media globalisation in India.
3. Explain the elements of Radio commercials.
4. Discuss the methods of writing for different types of radio programmes.
5. Describe the techniques of Television Production.
6. Analyse the different Television Programmes.
7. Assess the functioning of various media units of the Information and Broadcasting Ministry.
8. Bring out the responsibilities and social obligations of the Press.
9. Analyse the kinds of defamation and bring out the scope of law of defamation.
10. Evaluate the effects of right to Information Act.

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Paper V — MEDIA LAW AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Bring out the salient features of Indian Constitution.
2. What is meant by privileges of Legislature? Examine them in relation to media.
3. State what constitutes defamation? What are the kinds of defamation? What is the scope of the law of Defamation?
4. Explain the salient features of Right to Information Act and examine the need for continuation of Official Secrets Act.
5. Examine the Freedom of Speech and expression and its limitations.
6. Discuss the provisions of Cable TV Regulation Act.
7. Describe the functions of Press Council of India.
8. Trace the brief history of Press Legislation in India.

9. Assess the significance of ethics for media.
 10. Evaluate the role, responsibilities and social obligations of media in a developing country like India.
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