

(401JM21)

M.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Fourth Semester

Journalism and Mass Communication

DEVELOPMENT COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) What are the characteristics of development?

Or

- (b) Write about the impact of globalisation on development.

2. (a) What are the problems of development journalism?

Or

- (b) Explain the origin and growth of development journalism.

3. (a) Write about communication and human development.

Or

- (b) Explain about diffusion of innovations.

4. (a) Discuss the role of WHO in protecting world health.

Or

- (b) Identify the measures to use folk media for development.

5. (a) Make a note on the problems of girl child in India.

Or

- (b) Discuss the role of Radio in development.
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Journalism and Mass Communication

ADVERTISING

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) Write about socio economic effects in advertising.

Or

- (b) List out types of advertisements.

2. (a) Discuss the importance of media selection in advertising.

Or

- (b) Write about outdoor advertising.

3. (a) Explain recent trends in advertising.

Or

- (b) Discuss the legal aspects of advertising.

4. (a) Explain psychological factors in advertising.

Or

- (b) Write about trade marks and slogans.

5. (a) Discuss the problems of measurement.

Or

- (b) Explain about advertising code.
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Journalism and Mass Communication

ENVIRONMENT AND SCIENCE COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) What is global environmentalism?

Or

- (b) Discuss about environmental movements in India.

2. (a) What are the causes and factors of environmental pollution?

Or

- (b) Explain about environmental advocacy.

3. (a) Discuss about key elements of science communication.

Or

- (b) Explain about green marketing and corporate campaign.

4. (a) Write about rise of alternative environmental media.

Or

- (b) Explain about scientific temperament.

5. (a) Explain three principles of usefulness.

Or

- (b) Discuss about communication for health and medicine.
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Journalism and Mass Communication

NEW MEDIA

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) What are the features of New Media?

Or

- (b) Explain the dynamics and opportunities of New Media.

2. (a) Discuss the definition of multimedia and write about its elements.

Or

- (b) Distinguish between LAN and VAN. Cite examples.

3. (a) Write about elements of digital story telling.

Or

- (b) Explain about aesthetics in visual design.

4. (a) Discuss about the basic aspects of web design.

Or

- (b) What are the techniques of E-Journalism?

5. (a) What are the basics of web marketing?

Or

- (b) Write about the future of New Media.
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