

(201JM21)

ASSIGNMENT - 1

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper I — PUBLIC RELATIONS

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) Discuss the evolution of public relations in India.
(b) Explain the dynamic role of PR in public affairs.
2. (a) What are the components of public relations?
(b) Explain the modalities of organizing press conference.
3. (a) Discuss the structure of a PR organization.
(b) Explain about press relations in PR.

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ASSIGNMENT - 2

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper I — PUBLIC RELATIONS

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) What do you know about employees relations?

(b) Discuss about PR in state government.

 2. (a) Explain ethical aspects of public relations.

(b) Discuss recent trends in public relations.
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ASSIGNMENT - 1

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper II — EDITING AND COMPUTER APPLICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) What are the principles of editing?

(b) Discuss about checking facts in editing.

2. (a) Explain about the hierarchy of editorial department.

(b) Discuss the duties of an Editor.

3. (a) Explain various types of headlines with examples.

(b) What are the characteristics of headlines.

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ASSIGNMENT - 2

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper II — EDITING AND COMPUTER APPLICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) Discuss the principles design and layout.
 - (b) Explain the basic guidelines in making inside pages.
 2. (a) Write about evolution of printing technology.
 - (b) Discuss the role of graphics editing and layout.
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ASSIGNMENT - 1

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper III — RADIO BROADCASTING

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) What are the characteristics of Radio.

(b) Explain AIR code.

2. (a) Explain different formats of Radio programmes.

(b) Discuss the stages of Radio programme production.

3. (a) Make a note on Prasara Bharathi.

(b) Explain about news service division (NSD).

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ASSIGNMENT - 2

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper III — RADIO BROADCASTING

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) Discuss the functions of station director.
 - (b) Discuss about Audience research unit.
 2. (a) Make a note on community Radio.
 - (b) Write about emerging trends in Radio broadcasting.
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ASSIGNMENT - 1

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper IV — FILM COMMUNICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) Trace the types of films.

(b) Explain about new vave cinema.

2. (a) What are the problems of regional cinemas?

(b) Discuss the role of NFDC in promoting good films.

3. (a) What are the stages in film making?

(b) Write about emerging trends in film making.

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ASSIGNMENT - 2

M.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Journalism and Mass Communication

Paper IV — FILM COMMUNICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. (a) Explain the principles of script writing.
 - (b) Discuss the importance of creativity in film making. Cite examples.
 2. (a) Write a review of a film you had seen recently.
 - (b) Discuss the role of film societies.
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