

(401JM21)

ASSIGNMENT - 1
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
DEVELOPMENT COMMUNICATION
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Discuss the problems and issues of development.
(b) Explain the characteristics of developing societies.
2. (a) Identify the problems of development reporting.
(b) Discuss the origin and growth of development journalism.
3. (a) Explain about diffusion of innovations.
(b) Discuss about development support communication.

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ASSIGNMENT - 2
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
DEVELOPMENT COMMUNICATION
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Discuss about participatory community development.
(b) Identify women and girl child problems.
2. (a) Make a note on development in the third world.
(b) Discuss the role of Radio in development.

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ASSIGNMENT - 1
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
ADVERTISING
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Write about socio, economic effects of advertising.
(b) List out various types of advertisements.
2. (a) Discuss the role of media selection in advertising.
(b) Write about advertising planning and campaigns.
3. (a) Discuss about recent trends in advertising.
(b) Write about advertising policy.

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ASSIGNMENT - 2
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
ADVERTISING
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Discuss about psychological factors in advertising.
(b) Explain the principles of advertising copy writing.
2. (a) Explain about advertising code.
(b) Discuss about Recall test in detail.

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ASSIGNMENT - 1
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
ENVIRONMENT AND SCIENCE COMMUNICATION
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Write about global environmentalism.
(b) Discuss about environmental movements in India.
2. (a) Write about environmental Acts.
(b) Discuss about public participation in environment.
3. (a) Write about the status of media coverage of environment.
(b) Explain dilemmas of environmental advocacy.

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ASSIGNMENT - 2
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
ENVIRONMENT AND SCIENCE COMMUNICATION
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) What are the key demacts of science communication?

(b) Write about nature and scope of science communication.
2. (a) Discuss the role of Radio in science promotion.

(b) Make a note on science and censorship.

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ASSIGNMENT - 1
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
NEW MEDIA
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Discuss the characteristics of New Media.

(b) What are the dynamics and opportunities of New Media.
2. (a) Explain about multimedia systems.

(b) Discuss about the tools and services of internet.
3. (a) What are the elements of digital storytelling?

(b) Explain the dynamics of visual design.

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ASSIGNMENT - 2
M.A. DEGREE EXAMINATION, APRIL/MAY 2025
Fourth Semester
Journalism and Mass Communication
NEW MEDIA
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

- 1 (a) Discuss about video packaging and delivering.
(b) Write about online media writing.
- 2 (a) What are the basics of web marketing?
(b) Discuss about the opportunities in New Media.