

**(101JM21)**

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

First Semester

Journalism and Mass Communication

**HISTORY OF JOURNALISM**

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Write about early Journalism in India.

Or

- (b) Discuss the role of Indian press in freedom movement.

2. (a) Explain the role of Raja Ram Mohan Roy in journalism.

Or

- (b) List out the famous Telugu Journalists in English Press.

3. (a) Write about Amrit Bazar Patrika and Kesari.

Or

- (b) Explain about free press journal.

4. (a) Discuss the origin and growth of Telugu journalism.

Or

- (b) Write about Tapi Dharma Rao's contribution to Telugu Journalism.

5. (a) Explain the changing trends in Telugu Journalism.

Or

- (b) "Eenadu has brought lot of changes in Telugu journalism". Do you agree?
-

**(102JM21)**

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

First Semester

Journalism and Mass Communication

REPORTING FOR PRINT MEDIA

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) List out various elements of language.  
Or  
(b) Write the principle of translation.
  2. (a) Discuss about news values in detail.  
Or  
(b) Explain about various kinds of heads.
  3. (a) Write the principles of mofussil reporting.  
Or  
(b) Explain the techniques of a good interview.
  4. (a) Discuss various types of reviews.  
Or  
(b) Write a review on a book of your choice.
  5. (a) What are the elements of column writing?  
Or  
(b) Explain the principles of editorial writing.
-

**(103JM21)**

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

First Semester

Journalism and Mass Communication

COMMUNICATION THEORY

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Explain the process of communication.

Or

- (b) Discuss about the variable of communication.

2. (a) Write about Two step flow of communication.

Or

- (b) Discuss about diffusion of innovation.

3. (a) Explain new comb's balance theory.

Or

- (b) Write about magic bullet theory.

4. (a) Explain about agenda setting.

Or

- (b) Write about dependency theory.

5. (a) Explain communist theory.

Or

- (b) Discuss about development media theory.
-

**(104JM21)**

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

First Semester

Journalism and Mass Communication

INTERNATIONAL COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Identify imbalances in international news flow.

Or

- (b) Write the political dimensions of international communication.

2. (a) Discuss about transnational news agencies.

Or

- (b) Explain the impact of new communication technology.

3. (a) Discuss the role of UNESCO in international communication.

Or

- (b) Write about the impact of new communication technology on news flow.

4. (a) Discuss different phases of globalisation.

Or

- (b) Write about emerging of STAR television.

5. (a) Explain the role of International Press Institute. (IPI)

Or

- (b) Discuss about European Broadcasting union (EBU).
-