

(201JM21)

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

Second Semester

Journalism and Mass Communication

PUBLIC RELATIONS

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) What are the basic elements of public relations?

Or

- (b) Discuss the need and scope of public relations.

2. (a) Explain the process of public relations campaign.

Or

- (b) Discuss about various publics of public relations.

3. (a) Explain about planning PR campaign.

Or

- (b) What do you know about PR constancy?

4. (a) Discuss about Tools of public relations.

Or

- (b) Write about media relations in public relations.

5. (a) Explain the role of public relations in government.

Or

- (b) Make a note on international public relations.
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(202JM21)

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024

Second Semester

Journalism and Mass Communication

EDITING AND COMPUTER APPLICATION

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Write principles of print media editing.

Or

- (b) Discuss the structure and the functions of editorial department.

2. (a) Write about different leads.

Or

- (b) Explain various types of headlines.

3. (a) Discuss about the planning and making of edit page.

Or

- (b) Explain the importance of 'letters to the editor'.

4. (a) What are the principles of news paper design?

Or

- (b) What role photographs play in print media?

5. (a) Write about objectivity and fair play.

Or

- (b) Discuss the techniques of digital page make-up.
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M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

Second Semester

Journalism and Mass Communication

RADIO BROADCASTING

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

(5 × 14 = 70)

1. (a) Explain AIR code in detail.

Or

- (b) Identify special audience programmes in Radio.

2. (a) Discuss the stages of radio programme production.

Or

- (b) Explain about microphone talents of Radio.

3. (a) Write about the role of News service division.

Or

- (b) Discuss about the major recommendations of Chanda committee.

4. (a) Discuss the functions of audience research unit.

Or

- (b) Explain the duties of a programme executive.

5. (a) Write about emerging trends in Radio broadcasting.

Or

- (b) Discuss the role of radio in development.
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M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

Second Semester

Journalism and Mass Communication

FILM COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Write about new wave cinema with examples.

Or

- (b) Make a note on types of films.

2. (a) Explain Khosla committee recommendations.

Or

- (b) Write about problems and issues of Indian cinema.

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

Or

- (b) Explain the techniques of Animation.

4. (a) Write about the effectiveness of story telling.

Or

- (b) How important are the Aesthetics in film making?

5. (a) Discuss the status of film reviews.

Or

- (b) Discuss about the role of film societies in promoting good cinema in India.
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