

(401JM21)

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024

Fourth Semester

Journalism and Mass Communication

DEVELOPMENT COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Discuss the problems and issues of development.

Or

- (b) Explain the characteristics of developing societies.

2. (a) Identify the problems of development reporting.

Or

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

3. (a) Explain about diffusion of innovations.

Or

- (b) Discuss about development support communication.

4. (a) Discuss about participatory community development.

Or

- (b) Identify women and girl child problems.

5. (a) Make a note on development in the third world.

Or

- (b) Discuss the role of Radio in development.
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Fourth Semester

Journalism and Mass Communication

ADVERTISING

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All the questions carry equal marks.

1. (a) Write about socio, economic effects of advertising.

Or

- (b) List out various types of advertisements.

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

Or

- (b) Write about advertising planning and campaigns.

3. (a) Discuss about recent trends in advertising.

Or

- (b) Write about advertising policy.

4. (a) Discuss about psychological factors in advertising.

Or

- (b) Explain the principles of advertising copy writing.

5. (a) Explain about advertising code.

Or

- (b) Discuss about Recall test in detail.
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M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024
Fourth Semester
Journalism and Mass Communication
ENVIRONMENT AND SCIENCE COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL questions.
All questions carry equal marks.

1. (a) Write about global environmentalism.
Or
(b) Discuss about environmental movements in India.
2. (a) Write about environmental Acts.
Or
(b) Discuss about public participation in environment.
3. (a) Write about the status of media coverage of environment.
Or
(b) Explain dilemmas of environmental advocacy.
4. (a) What are the key demacts of science communication?
Or
(b) Write about nature and scope of science communication.
5. (a) Discuss the role of Radio in science promotion.
Or
(b) Make a note on science and censorship.

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Fourth Semester

Journalism and Mass Communication

NEW MEDIA

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

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

Or

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

2. (a) Explain about multimedia systems.

Or

- (b) Discuss about the tools and services of internet.

3. (a) What are the elements of digital storytelling?

Or

- (b) Explain the dynamics of visual design.

4. (a) Discuss about video packaging and delivering.

Or

- (b) Write about online media writing.

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

Or

- (b) Discuss about the opportunities in New Media.
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