

Reg. No. : .....

**D 2534**

**Q.P. Code : [D 07 JMC 01]**

(For the candidates admitted from 2007 onwards)

**M.A. DEGREE EXAMINATION, JUNE 2008.**

First Year

Journalism and Mass Communication

**INTRODUCTION TO COMMUNICATION**

Time : Three hours

Maximum : 100 marks

Answer any FIVE of the following.

Each question carries equal marks.

(5 × 20 = 100)

1. Critically examine the role of mass media in the contemporary society.
2. Explain any two models of communication with suitable examples.
3. Illustrate the problems and issues regarding the use of language for mass communication in India.
4. 'Increase in number of media has resulted in audience fragmentation' – Comment.

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5. How do political factors and equations influence functioning of media?
6. Describe the different forms of verbal and non-verbal communication with suitable examples.
7. Examine the need for a comprehensive new media policy in our country.
8. Short notes on :
- (a) Communication gap
  - (b) Agenda setting
  - (c) Popular Culture
  - (d) Cultural imperialism
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Reg. No. : .....

**D 2535**

**Q.P. Code : [D 07 JMC 02 ]**

(For the candidates admitted from 2007 onwards)

M.A. DEGREE EXAMINATION, JUNE 2008.

First Year

Journalism and Mass Communication

REPORTING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. How will you prepare yourself as a reporter before interviewing a cinema personality?
2. Describe the ways in which an editorial team could avoid bias, while publishing news.
3. Explain the responsibilities of a reporter towards his organization and news source.

4. Elaborate the criteria employed for selecting news from routine events.
5. What are elements of news that determine a story's "news worthiness"?
6. Explain the procedure for covering Judiciary and Legislature.
7. Write a review of a book that you have read recently.
8. Explain the methods by which one could face the special challenges of reporting sports.

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Reg. No. : .....

**D 2536**

**Q.P. Code : [D 07 JMC 03]**

(For the candidates admitted from 2007 onwards)

**M.A. DEGREE EXAMINATION, JUNE 2008.**

**First Year**

**Journalism and Mass Communication**

**EDITING**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. How does the event become news report?
2. Discuss the types of headlines used in newspapers.
3. Agency journalism is a different ballgame altogether. How?
4. Translation is an important skill one should possess in India to be a journalist. Why?

5. Editorial column is the essence of the days' happening in the eyes of the newspaper publisher. Explain.
6. Who is a columnist? What is his job profile?
7. Pictures on page do one too many roles. What are they?
8. Explain the structure of a news story written for a daily.

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Reg. No. : .....

D 2538

Q.P. Code : [D 07 JMC 05]

(For the candidates admitted from 2007 onwards)

M.A. DEGREE EXAMINATION, JUNE 2008.

First Year

Journalism and Mass Communication

BROADCAST JOURNALISM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Trace the history and growth of Doordharshan in India.
2. List the important recommendations of Chanda Committee.
3. Mention the role of Parasar Bharathi in controlling the broadcast content.
4. Explain the principles and guidelines for writing radio news stories.

5. Describe the nature and characteristics of radio as a mass medium.
  6. Discuss the status of Educational broadcasting in India.
  7. Comment on the social and cultural impact of foreign satellite channels in India.
  8. What do you know about Satellite Instructional Television Experiment?
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Reg. No. : .....

**D 2537**

**Q.P. Code : [D 07 JMC 04]**

(For the candidates admitted from 2007 onwards)

M.A. DEGREE EXAMINATION, JUNE 2008.

First Year

JMC

MEDIA HISTORY, LAWS AND ETHICS.

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Briefly discuss the press systems in China and Japan.
2. Describe the status of Freedom of the press in pre-independence India.
3. Compare and contrast the characteristics of English press with regional press in India.
4. Discuss the social responsibility of press with suitable example.

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5. Mention the important features of working journalist act 1958.
  6. Write a brief note on the genesis of the Right to Information Act.
  7. Mention the powers and responsibilities of the press council of India.
  8. Comment of the foreign direct investment policy in media sector in India.
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