

(DJ 01)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A. DEGREE EXAMINATION, MAY - 2016

First Year

JOURNALISM AND MASS COMMUNICATION

Intro. To communication & History of Journalism

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** Define communication and discuss its scope.
- Q2)** Discuss the use of new media technology.
- Q3)** Explain the gate keeping function of Mass media.
- Q4)** Discuss about multi-step flow of communication.
- Q5)** Explain the characteristics of new Media.
- Q6)** Discuss the impact of media on politics.
- Q7)** Explain about growth of nationalist press.
- Q8)** Discuss about the contribution of Hickey to Journalism.
- Q9)** Narrate the growth of Telugu Journalisms.
- Q10)** What are the major trends in Telugu journalism.



W-2173

(DJ 02)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A. DEGREE EXAMINATION, MAY - 2016

First Year

JOURNALISM AND MASS COMMUNICATION

Reporting and Editing

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** Explain the structure of a news story.
- Q2)** Identify various sources of news.
- Q3)** Discuss the functioning of news agencies.
- Q4)** Explain the importance of photographs in newspaper.
- Q5)** Write a profile on PTI.
- Q6)** Discuss about organisational structure of a newspaper.
- Q7)** Explain Various kinds of headlines.
- Q8)** Discuss the importance of proof Reading.
- Q9)** Explain the process of printing.
- Q10)** Narrate about Desk Top publishing.



(DJ 03)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A. DEGREE EXAMINATION, MAY - 2016

(Examination at the end of First Year)

JOURNALISM AND MASS COMMUNICATION

Public Relations and Advertising

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

Q1) Define public Relations and explain its Scope and nature.

Q2) Distinguish between publicity and lobbying.

Q3) What is the concept of open house?

Q4) Prepare a model press release.

Q5) Discuss the role of public Relations in Government.

Q6) Explain about media Relations.

Q7) Discuss the functions of Ad. Agency.

Q8) Make classification of Advertising.

Q9) Explain various kinds of Ad. Copies.

Q10) Discuss the importance of market research in Advertising.



(DJ 04)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A. DEGREE EXAMINATION, MAY - 2016

First Year

JOURNALISM AND MASS COMMUNICATION

Radio and Television Production

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** Write the characteristics of Television.
- Q2)** Explain the growth of Radio in India.
- Q3)** Discuss the techniques of Radio interview.
- Q4)** Identify special Audience programmes of Radio.
- Q5)** What are the elements of video production.
- Q6)** What do you know about classification of shots.
- Q7)** Explain organisational structure of Television.
- Q8)** Discuss the role of DAVP and field publicity.
- Q9)** Explain the concept of media globalisation.
- Q10)** Examine the law relating to freedom of speech.



(DJ 05)

Total No. of Questions : 10]

[Total No. of Pages : 01

M.A. DEGREE EXAMINATION, MAY - 2016

FIRST YEAR

JOURNALISM AND MASS COMMUNICATION

Media Law and Ethics

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** Explain fundamental Rights.
- Q2)** Discuss about Article 191(a).
- Q3)** Explain contempt of court.
- Q4)** Discuss about Official secrets Act.
- Q5)** Explain cable Television Regulations Act.
- Q6)** Examine cinematography Act.
- Q7)** Explain recommendations of press commissions.
- Q8)** What do you know about Information Technology Act?
- Q9)** Explain media sensationalism with examples.
- Q10)** Write about Ombudsman in the world media.

