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M.A. (Previous) First Year DEGREE EXAMINATION, DEC. - 2012

Journalism and Mass Communication

Paper - I : INTRODUCTION TO COMMUNICATION AND

HISTORY OF JOURNALISM

Time : 03 Hours

Maximum Marks : 80

*Answer any **Five** questions.*

Each question carries equal marks.

(5 x16 = 80)

- 1) Define communication. Explain the Scope of Communication.
 - 2) What are the different types of Communication?
 - 3) Write an essay on Verbal Communication.
 - 4) What are the concepts of Mass Communication?
 - 5) What are Communication Models? What is the purpose of preparing Communication Models?
 - 6) What is the Importance of Telugu News Papers?
 - 7) Write the contribution of Mahatma Gandhi to Indian Journalism.
 - 8) What are the Major trends in Telugu Journalism?
 - 9) What is the importance of regional Newspapers?
 - 10) Identify the major trends taken place in Telugu Journalism in the recent past.
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Paper – II : REPORTING AND EDITING

Time : 03 Hours

Maximum Marks : 80

*Answer any **Five** questions.*

Each questions carry equal marks.

(5 x 16 = 80)

- 1) Define News. What is the structure of News Story? Give an example.
 - 2) What is lead? What are the types of lead?
 - 3) Write an essay on Investigative reporting.
 - 4) What are the languages involved in News-Papers?
 - 5) What are the advantages of photography?
 - 6) Discuss about the functions of staff in a media institution.
 - 7) What are the News Agencies India and Andhra Pradesh? Explain briefly.
 - 8) What are the features of Electronic Editing?
 - 9) What is the process involved in Colour Printing?
 - 10) What are Special Pages? When they are used? Give some examples.
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Paper - III : PUBLIC RELATIONS AND ADVERTISING

Time : 03 Hours

Maximum Marks : 80

*Answer any **Five** questions.*

Each question carries equal marks.

(5 x 16 = 80)

- 1) Define Public relations. What is the Role of Public relations?
 - 2) What are the four stages of public relations?
 - 3) Write about the press release with an example.
 - 4) What is the Role of Exhibition as a tool of public relation?
 - 5) What is the difference between Internal public and External public?
 - 6) Bring an overview on public relation in Government and private organizations.
 - 7) Define advertising. What is the Role of Advertising?
 - 8) What are the Economic and Ethical Aspects of Editing?
 - 9) What are the functions of Advertising?
 - 10) What is Campaign Planning? Out line the stages of Campaign Planning.
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Paper - IV : RADIO AND TELEVISION PRODUCTION

Time : 03 Hours

Maximum Marks : 80

*Answer any **Five** questions.*

Each question carries equal marks.

(5 x 16 = 80)

- 1) State the salient features of Right to Information Act.
 - 2) Discuss about the documentary with some examples.
 - 3) State the objectives of broad Casting Ministry.
 - 4) Write an Essay on Law of Defamation.
 - 5) Bring out an overview on contempt of Court Act 1971.
 - 6) What are the functions of sound effects?
 - 7) Write an essay on prasar bharati.
 - 8) Discuss the features of recording techniques.
 - 9) What is the importance of freedom of speech?
 - 10) Write briefly about different types of Television Programmes.
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Paper - V : MEDIA LAW AND ETHICS

Time : 03 Hours

Maximum Marks : 80

*Answer any **Five** questions*

Each question carries equal marks

(5 × 16 = 80)

- 1) What is the importance of Freedom of speech? Explain.
 - 2) Discuss about the fundamental rights as per Indian Constitution in brief.
 - 3) What are Cyber Laws? Discuss their advantages.
 - 4) Discuss about the Law of Right to information.
 - 5) Discuss about copy right Act.
 - 6) Write an essay on Cable T.V Registration Act.
 - 7) What is the importance of Cinematography Act?
 - 8) Write the objectives of press council of India.
 - 9) What are the codes for radio?
 - 10) Write an essay on Television Information Technology Act.
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