

(301JM21)

M.A. DEGREE EXAMINATION,
FEBRUARY 2024.

Third Semester

Journalism and Mass Communication

RESEARCH METHODOLOGY

Time : Three hours

Maximum : 70 marks

Answer FIVE questions.

1. (a) Write the characteristics of Research.

Or

(b) List out the steps in research identification.

2. (a) Discuss about various elements of research.

Or

(b) Explain about types of hypothesis.

3. (a) Write the limitations of sampling in research.

Or

(b) Discuss about the methods of data collection.

4. (a) Make a note on use of statistics in communication research.

Or

(b) Discuss the importance of chi-square.

5. (a) Write the process of data analysis.

Or

(b) Explain about writing research report.

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Journalism and Mass Communication

TELEVISION JOURNALISM

Time : Three hours

Maximum : 70 marks

Answer FIVE questions.

1. (a) Discuss the origin and growth of TV in India.

Or

(b) Make a note on the Television as a medium of mass communication.

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

Or

(b) Explain the principles of TV script writing.

3. (a) Discuss about the types of cameras.

Or

(b) List out basic Television shots.

4. (a) Explain about Televisions microphones

Or

(b) Write about basics of direction.

5. (a) Write about Television news presentation.

Or

(b) Discuss about multi-camera production.

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TRADITIONAL AND CULTURAL COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer FIVE questions.

1. (a) Narrate the historical background of Traditional Media.
Or
(b) What are the characteristics of Traditional Media?
 2. (a) List out folk arts of Andhra Pradesh.
Or
(b) Make a note on folk arts and social perspective.
 3. (a) Discuss the origin and growth of Burrakatha.
Or
(b) Explain about the importance of street plays.
 4. (a) Explain about nature and meaning of cultural communication.
Or
(b) Write about various cultural institutions.
 5. (a) Discuss the role of media in intercultural communication.
Or
(b) Explain the impact of technology on culture.
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Third Semester

Journalism and Mass Communication

MEDIA LAWS AND MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer FIVE questions.

1. (a) Discuss about the fundamental rights.
Or
(b) Make a note on centre-state relations.
 2. (a) Discuss about defamation with examples.
Or
(b) Explain about RTI Act, 2005.
 3. (a) Discuss about Intellectual property rights.
Or
(b) Explain about the merits of copy right act.
 4. (a) Explain about the types of managements.
Or
(b) Discuss about press council of India.
 5. (a) Write about cable TV revolution.
Or
(b) Discuss about organisational structure of AIR.
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