

(401JM21)

M.A. DEGREE EXAMINATION,
FEBRUARY 2024.

Fourth Semester

Journalism And Mass Communication

DEVELOPMENT COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks

(5 × 14 = 70)

1. (a) What are the approaches of Development?
Or
(b) Discuss the problems and issues of Development.
 2. (a) Explain the origin and growth of Development Journalism.
Or
(b) Identity the problems of Development reporting.
 3. (a) Explain in detail about Development support communications.
Or
(b) Discuss about the nexus between Development communication and human development.
 4. (a) Explain participatory development and communication.
Or
(b) Discuss about the environmental issues.
 5. (a) Explain about the role of ICT in development communication.
Or
(b) Trace the Development in the Third world.
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M.A. (J.M.C) DEGREE EXAMINATION,
FEBRUARY 2024.

Fourth Semester

Journalism and Mass Communication

ADVERTISING

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks

1. Explain the evolution of advertising.
Or
 2. Explain the various types of advertising.
 3. Explain the objectives and need for ad campaign planning.
Or
 4. Discuss in detail the Indoor Advertising.
 5. Explain in brief about Advertising policy.
Or
 6. Discuss the legal and ethical aspects of advertising.
 7. Give an overview on evaluation of effectiveness of Ad elements.
Or
 8. What are the psychological factors in advertising? Explain in detail.
 9. Explain the concurrent methods in advertising.
Or
 10. Discuss the audience evolution for various media.
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Fourth Semester

Journalism And Mass Communication

ENVIRONMENT AND SCIENCE COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer All questions.

All questions carry equal marks

(5 × 14 = 70)

1. (a) Make a note on global environmentalism.
Or
(b) Discuss about environmental movements in India.
 2. (a) Explain the causes and factors of environmental pollution.
Or
(b) Discuss about citizens communication and public participation.
 3. (a) Explain about gate keeping activity of Media.
Or
(b) What are the dilemmas of environmental advocacy?
 4. (a) What are the key elements of science communication?
Or
(b) Discuss the principles of science writing.
 5. (a) Make a note on communication for health?
Or
(b) Discuss about 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 features of New Media.

Or

(b) Explain the opportunities of New Media.

2. (a) What are the elements of Multi-Media?

Or

(b) Explain about LAN and WAN.

3. (a) Discuss the basics and principles of content generation.

Or

(b) Explain about Aesthetics and dynamics of visual design.

4. (a) Give a detailed note on podcasting with examples.

Or

(b) Discuss about the principles of online media writing.

5. (a) What are the basics of web design.

Or

(b) How do you foresee the future of New Media?
