

(201JM21)

ASSIGNMENT-1

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

**PUBLIC RELATIONS
MAXIMUM MARKS :30**

ANSWER ALL QUESTIONS

1. (a) What are the basic elements of public relations?
(b) Discuss the need and scope of public relations.
2. (a) Explain the process of public relations campaign.
(b) Discuss about various publics of public relations.
3. (a) Explain about planning PR campaign.
(b) What do you know about PR constancy?

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ASSIGNMENT-2

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

PUBLIC RELATIONS
MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Discuss about Tools of public relations.
(b) Write about media relations in public relations.
 2. (a) Explain the role of public relations in government.
(b) Make a note on international public relations.
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ASSIGNMENT-1

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

EDITING AND COMPUTER APPLICATION

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Write principles of print media editing.
(b) Discuss the structure and the functions of editorial department.
2. (a) Write about different leads.
(b) Explain various types of headlines.
3. (a) Discuss about the planning and making of edit page.
(b) Explain the importance of 'letters to the editor'.

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ASSIGNMENT-2

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

EDITING AND COMPUTER APPLICATION

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) What are the principles of news paper design?
(b) What role photographs play in print media?
 2. (a) Write about objectivity and fair play.
(b) Discuss the techniques of digital page make-up.
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ASSIGNMENT-1

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

**RADIO BROADCASTING
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS**

1. (a) Explain AIR code in detail.
(b) Identify special audience programmes in Radio.
2. (a) Discuss the stages of radio programme production.
(b) Explain about microphone talents of Radio.
3. (a) Write about the role of News service division.
(b) Discuss about the major recommendations of Chanda committee.

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ASSIGNMENT-2

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

RADIO BROADCASTING
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. (a) Discuss the functions of audience research unit.
(b) Explain the duties of a programme executive.
 2. (a) Write about emerging trends in Radio broadcasting.
(b) Discuss the role of radio in development.
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ASSIGNMENT-1

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

**FILM COMMUNICATION
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS**

1. (a) Write about new wave cinema with examples.
(b) Make a note on types of films.
2. (a) Explain Khosla committee recommendations.
(b) Write about problems and issues of Indian cinema.
3. (a) What are the stages of film making?
(b) Explain the techniques of Animation.

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ASSIGNMENT-2

M.A. DEGREE EXAMINATION, APRIL/MAY-2025

Second Semester

Journalism and Mass Communication

**FILM COMMUNICATION
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS**

1. (a) Write about the effectiveness of story telling.
(b) How important are the Aesthetics in film making?
 2. (a) Discuss the status of film reviews.
(b) Discuss about the role of film societies in promoting good cinema in India.
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