

ASSIGNMENT – 1
M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
PAPER-I – PUBLIC RELATIONS
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. Define public relations and explain its scope in Indian context.
2. Discuss the role of public relations in public affairs.
3. Discuss the importance of principle of persuasion in PR.
4. Explain about the components of PR.
5. Examine the structure of PR organization in a corporate company.

ASSIGNMENT – 2
M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
PAPER-I – PUBLIC RELATIONS
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. Explain about the direct communication methods.
2. Explain about the PR set up in central Government.
3. Discuss the importance of PR in local bodies.
4. Write about various professional organizations of PR
5. Explain about recent trends in PR in India.

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M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
Paper-II – EDITING AND COMPUTER APPLICATIONS
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. What are the qualities and duties of News Editors?
2. Discuss the importance of editorial board.
3. Write about usage correct grammar and punctuation.
4. How to check reliability of different sources?
5. Discuss about various types of headlines.

ASSIGNMENT – 2
M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
Paper-II – EDITING AND COMPUTER APPLICATIONS
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. Explain various leads with examples.
2. Discuss the Principles of design.
3. Explain the process of pagination layout.
4. Narrate the evaluation of printing technology.
5. How important are the graphics in design and layout?

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M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
Paper-III – RADIO BROADCASTING
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. What are the objectives of Radio?
2. Identify special audience programmes.
3. Discuss the stages of radio programme production.
4. How do you make radio interview effective?
5. What do you about public broadcasting?

ASSIGNMENT – 2
M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
Paper-III – RADIO BROADCASTING
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. Explain Non-Lapsable Fund (NLF).
2. Discuss the role of programme executive in Radio.
3. Explain the functions of Audience Research.
4. Discuss the role of Community Radio Stations (CRS).
5. Discuss about emerging trends in Radio Broadcasting.

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M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
Paper-IV – FILM COMMUNICATION
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. Discuss about types of film reviews.
2. Explain the stages of film making.
3. Discuss about prospects of the Indian film industry.
4. What is the status of Indian film industry?
5. What are the television production techniques?

ASSIGNMENT – 2
M.A DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
JOURNALISM AND MASS COMMUNICATION
Paper-IV – FILM COMMUNICATION
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. Discuss about emerging trends in film making.
2. Explain the role of creativity in film making.
3. Write about effectiveness of film making.
4. Identify Post production stages in film making.
5. Explain about editing logs.