

(301JM21)

M.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Third Semester

Journalism and Mass Communication

RESEARCH METHODOLOGY

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) Write about steps in topic selection in research.
Or
(b) Discuss about scientific method.
 2. (a) What are the basic elements of research?
Or
(b) Write about types of hypothesis.
 3. (a) Discuss methods of data collection.
Or
(b) Explain various types of sampling.
 4. (a) Identify basic statistical tools in research.
Or
(b) What is measure of dispersion?
 5. (a) Write about the use of graphs in data presentation.
Or
(b) Discuss the process of research report writing.
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Journalism and Mass Communication

TELEVISION JOURNALISM

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Write about the video revolution.

Or

(b) Discuss the evolution of television in India.

2. (a) Explain the stages of TV Programme production.

Or

(b) Write a note on making of TV News.

3. (a) Discuss the techniques and process of outdoor shooting.

Or

(b) What are the different formats of television?

4. (a) Explain about TV News broadcasting.

Or

(b) What do you know about production management?

5. (a) Write about TV dubbing and editing.

Or

(b) Discuss about television advertising.

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TRADITIONAL AND CULTURAL COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) What are the characteristics of Traditional Media?
Or
(b) Discuss the use of traditional media for development.
 2. (a) Identify popular folk Arts in Andhra Pradesh.
Or
(b) Write a note on Folk Arts and Social Perspective.
 3. (a) Discuss origin and growth of street play.
Or
(b) Explain the uniqueness of puppetry.
 4. (a) Make a note on cultural institutions.
Or
(b) Discuss about cultural communication with examples.
 5. (a) Discuss the role of media in intercultural communication.
Or
(b) Write about 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 ALL questions.

All questions carry equal marks.

1. (a) Explain the fundamental rights.

Or

(b) Write about freedom of media.

2. (a) Discuss about law of defamation.

Or

(b) Write about official secrets Act, 1923.

3. (a) Explain about Intellectual Property Right Act.

Or

(b) Discuss about IT Act, 2002 related cyber crimes.

4. (a) Write about different ownership patterns.

Or

(b) What are the major departments of a Newspaper?

5. (a) Write about Prasar Bharathi Act.

Or

(b) Discuss about private TV growth in India.
