

**M. A. DEGREE EXAMINATION, NOVEMBER 2007**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : SPECIALISATION CODE**  
**PAPER : PUBLIC RELATIONS PRACTICE: COMMUNICATION SKILLS – III**

**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)**

1. Compare the reach of Radio, Television, Satellite/Cable TV in Tamil Nadu.
2. What according to Ball-Rokeach model are the consequences of dependency on media?
3. What are the major programming formats found in commercial FM radio?
4. What do you mean by 'radio browsing'?
5. What is 'inverted-pyramid' style of writing?
6. How does writing for a magazine differ from that of newspapers?
7. Provide examples for scripted, semi-scripted and unscripted programming in television.
8. State the processes involved in post-production.
9. What kind of medium is Youtube best described as? How does it work?
10. How can we characterize the Internet as a mass medium?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)**

11. To what extent does the free-market model reflect media systems in India? Illustrate with broadcast industry as an example.
12. Discuss the challenges in developing radio programs for rural audience.
13. Discuss the potential of neighborhood newspapers/weeklies in urban areas.
14. Analyse the effect of television on individual behaviour.
15. What do we mean by interactivity? Does interactivity shift the power from sender to receiver? Explain your position in relation to the Internet.
16. Discuss various applications of video-conferencing.
17. What issues would you consider in developing an outreach program for AIDS in rural regions?

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS:(2 x 20 = 40)**

18. Make a case for the need to allow current affairs/news programming in commercial FM channels.
19. Compare the degree and intensity of news authenticity between TV and newspaper with examples drawn from political issues of the recent past.
20. Outline different stages of documentary film-making. Prepare a synopsis for making a documentary on any social or environmental issue.
21. Discuss the scope and future of indigenous media. Include in your discussion a consideration of a) competition from new media b) audience attention.

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