

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

M. A. DEGREE EXAMINATION, NOVEMBER 2021

PUBLIC RELATIONS

THIRD SEMESTER

COURSE: MASS COMMUNICATION

TIME: 3 HOURS

SUBJECT CODE: 19PR/PC/MC34

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (4 X 3= 12)

1. State any three important characteristics of media audience.
2. Write a brief note on the different components of cinema.
3. What is uses and gratifications theory? Provide an example.
4. Write a brief note on the different functions of mass media.

SECTION – B

ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 500 WORDS: (4 X 12= 48)

5. Explain the media dependency model of mass communication using a relevant example. Apply the theory to the example.
6. ICT has become the most sought after tool of development in India. Justify the statement using two case studies.
7. Write a note on the relationship between PR and film promotions. Present an example of a major movie's promotion that played an important role in the success of the movie.
8. Explain the following terms:
 - a. Offset lithography printing
 - b. Defamation
 - c. Paid journalism
 - d. Vernacular press – its importance
 - e. Any one important ethic of broadcasting
9. Elucidate the role of media in popular culture along with examples.
10. Examine the four normative theories of press with reference to today's mass media scene.

SECTION – C

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

11. Explain the below audience effect theories with relevant examples:
 - a. Dissonance theory
 - b. Spiral of silence theory
12. Print media still plays a major role in the technology driven world. Justify the statement and also discuss how print media is used in the practice of PR. Provide relevant examples.
13. Discuss the following:
 - a. Responsibilities of a netizen in the present scene along with one case study
 - b. The positive influence of cinema on young adults.
