

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2019 – 2020 & thereafter)**

**SUBJECT CODE: 19PR/PC/MC34**  
**M. A. DEGREE EXAMINATION, NOVEMBER 2022**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : CORE**  
**PAPER : MASS COMMUNICATION**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all questions in not less than 50 words: (10 x 2 = 20)**

1. What is communication?
2. Define news.
3. List any two social media platforms.
4. Define audience.
5. Define popular culture.
6. List any two Indian newspapers.
7. Define Public Relations?
8. Define embargo
9. What is cybercrime?
10. List any two ICT projects in India.

**SECTION – B**

**Answer any five questions in not less than 250 words: (5 x 8 = 40)**

11. Write a note on functions of mass media.
12. Explain Comstock's Psychological Model.
13. Do you believe you are frequently subjected to cognitive dissonance when it comes to global issues like climate change?
14. What is role of media in popular culture?
15. Write a note on any three essential ethics to be followed by print journalists.
16. Write a brief note on the history of broadcasting in India.
17. What are the recent trends in film promotion, especially during pandemic?
18. Write a short note on podcasting.

**SECTION – C****Answer any two questions in not less than 1000 words:****(2 x 20 = 40)**

19. Keeping the principles of film review and appreciation in mind, write a film review on any movie which you have watched recently.
20. How is Mass media used as a tool of development communication. Support your answer with a case study.
21. In the context of Press theories, platforms like Facebook, YouTube, community radio/TV, and Twitter, as well as lesser-known platforms like blogs and independent media sites, are all established using freely available web development technologies. But what distinguishes these media from traditional mediums like television, radio, and books?
22. Do you believe agenda-setting is still relevant in today's media environment

\*\*\*\*\*