

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2006 – 07 & thereafter)

SUBJECT CODE: PR/PS/CS34

M. A. DEGREE EXAMINATION, NOVEMBER 2008
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : SPECIALISATION
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. What are the three consequences of media effects on individuals according to Ball-Rokeach?
2. What are the six functions of mass media?
3. How is news through SMS relevant during a crisis situation?
4. What is the reach of mobile phones in India?
5. Give any two differences between a newspaper and a tabloid.
6. Give the relevance of any two folk media of Tamil Nadu.
7. What is edit-decision-list in TV production?
8. What is a shooting script? How does it differ from a regular format script?
9. Is Internet a mass medium? Elaborate.
10. What are the uses of the Internet chat?

SECTION – B

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

11. How does Comstock explain TV effect on individual behavior?
12. Describe the characteristics of the mass media and examine any four in detail.
13. Mass Media is an economic entity as much as it is a social institution. Discuss.
14. What is the relevance of TRP in determining TV content?
15. What are the ways in which radio programming can increase interactivity?
16. What are the different activities involved in post-production in either film or TV?
17. There are more than 300 TV channels serving the Indian market. What does it mean to the Public Relations practice?

SECTION – C

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

18. The distinction between news and entertainment is disappearing and it is becoming “edutainment”. Explain this statement in relation to TV news.
19. From a market that had two major newspapers, Chennai now has four. Explain what does this mean to the readers?
20. Medium is not the message. Is Marshall McLuhan’s perspective still relevant?
21. Suggest strategies for preserving and promoting indigenous communication in the age of the digital media.
