

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2023 – 2024 & thereafter)

M. A. DEGREE EXAMINATION, APRIL 2026
PUBLIC RELATIONS
FOURTH SEMESTER

COURSE : CORE
PAPER : PUBLIC OUTREACH AND POLITICAL COMMUNICATION
SUBJECT CODE : 23PR/PC/PP44
TIME : 3 HOURS

Q. No.	SECTION A – I Answer all Questions (Multiple Choice) (10x1= 10 marks)	CO	KL
1	Outreach communication focuses on a) Corporate advertising b) Direct engagement with communities c) Internal communication d) Financial communication	1	1
2	Participatory communication is about a) Top-down information flow b) Government control of media c) Community participation in communication processes d) Media ownership	1	1
3	Choose the traditional communication channel that is used for grassroots communication a) Podcast b) Community meetings c) Online forums d) Mobile applications	1	1
4	Environmental communication aims to a) Increase industrial production b) Promote awareness and action on environmental issues c) Promote tourism alone d) Reduce government regulation	1	1
5	Which concept refers to the ability of individuals to obtain and understand health information? a) Health marketing b) Health literacy c) Health economy d) Health surveillance	1	1
6	The core principle of Development communication is a) Economic profit b) Social transformation and development c) Entertainment media d) Political propaganda	1	1
7	Grassroots lobbying involves a) Influencing policy through community participation b) Advertising products c) Corporate lobbying d) Media ownership	1	1
8	Which global organization is widely known for health communication initiatives? a) IMF b) WTO c) WHO d) OPEC	1	1
9	Misinformation refers to: a) Deliberately spreading false information to deceive the public b) False or inaccurate information shared without the intention to mislead c) Information that is classified by the government d) Verified information published by news organizations	1	1

10	Partisanship in political communication refers to: a) Neutral reporting of political events by the media b) Strong support for a particular political party, ideology, or group c) Complete absence of political opinion in communication d) Government control over all political messages	1	1
Q. No.	SECTION A – II Answer all questions in not less than 50 words (5 X2 =10 marks)	CO	KL
11	Define Public Outreach Communication	2	2
12	Identify two key features of participatory communication.	2	2
13	List two challenges journalists face while reporting environmental issues.	2	2
14	What are the key components of an IEC?	2	2
15	List any four important outreach methods used by political parties to persuade voters during election campaigns.	2	2
Q. No.	SECTION B Answer all questions in not less than 350 words (4 x10 = 40 marks)	CO	KL
16	a) Analyze how political communication has evolved in democratic societies with the growth of mass media and digital technologies. Substantiate your views with appropriate examples. (OR) b) Analyze the role of media literacy in combating misinformation and discuss the strategies political communicators can use to address misinformation for restoring public trust.	3	3
17	a) Analyze the role of global health organizations in promoting healthcare outreach and public health awareness. Justify your views with suitable examples. (OR) b) Explain, with appropriate examples, how cultural, social, and psychological factors influence health knowledge, beliefs, and behaviours, and discuss the role of behaviour change communication in modifying them.	3	3
18	a) Analyze the strengths and limitations of news media in communicating environmental issues. (OR) b) Discuss the importance of participatory communication approaches in environmental outreach programs.	4	4
19	a) Discuss major theories of development communication and analyze their relevance in contemporary development initiatives. (OR) b) Analyze how partnerships between stakeholders improve the effectiveness of development communication initiatives.	4	4

Q. No.	SECTION C Answer all questions in not less than 750 words (2 x20 = 40 marks)	CO	KL
20	a) “Media framing plays a significant role in shaping public perception of political issues and leaders.” Examine this statement using examples from recent political events and suggest communication strategies for image building of political leaders and social engineering in Tamil Nadu. (OR) b) Critically examine the argument that “contemporary media, as a capitalist product, may not effectively promote sustainable development”, with reference to the Alternative Paradigm in development communication and recommend strategies for promoting SD goals through alternative media.	5	5
21	a) Design a participatory communication campaign to promote the conservation and restoration of local water bodies (ponds, lakes, and rivers) in rural communities. Explain the campaign planning process and the specific participatory strategies which will be used to ensure community ownership. (OR) b) Develop a multi-platform communication strategy integrating community media, social media, and interpersonal communication to encourage civic sense and reduce littering in urban and rural India.	5	6
