

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 12)

SUBJECT CODE: 11PR/PC/CS34

M. A. DEGREE EXAMINATION, NOVEMBER 2012
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 are the functions of mass media?
2. Describe what do you mean by a radio play?
3. What are the methods of printing? Describe these.
4. At what stage editing and dubbing are done in TV production? Describe
5. What is internet radio?
6. What is free market model? Describe.
7. In the age of TV and new media, how does radio news bulletin perform?
8. A person describes his agony in a railway accident .why do we use human interest story method of writing?
9. ‘Although TV and new media are powerful, the real indigenous media of puppetry and folk theatre have not lost relevance” Discuss.
10. Describe internet TV?

SECTION – B

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

11. Describe Sandra Ball Rokeach’s Dependency model of mass media.
12. What is continuity writing or writing for radio commercials? Describe some principles you have learnt?
13. Why is editing required for magazine articles?
14. What is story boarding for TV? Discuss.
15. Describe role of satellite communication in India’s development?
16. Draw any two models of mass communication or communication and describe these.
17. Describe which one is more effective and justify – AIR FM’s news bulletin versus Private FM’s news bulletins?

SECTION – C

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

18. Describe definitions and classifications of mass media? Why do mass media still have relevance among people in developing countries in the age of new media?
19. Describe different styles of writing for articles and formats with examples.
20. Describe the growth of radio or TV in India (one medium) over the years and how this medium plays effective role in society?
21. Describe the role of new media and ICT in a development area like agriculture, education or rural development with examples.
