

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 2010
PUBLIC RELATIONS
THIRD SEMESTER

COURSE : SPECIALIZATION
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. Mention two key differences between interpersonal and mass communication?
2. In Maletzke's model, what does communicators and receivers 'self image' mean?
3. What are the three media effects suggested by dependency model?
4. What does a 'jingle' mean?
5. Mention different types of shots typically used in television production.
6. In printing process, what does the term "bleed" refer to?
7. Mention at least three key differences between linear and non-linear editing.
8. What is video-conferencing? Name any one freely available video conferencing software?
9. What is podcasting?
10. What does GPS stand for?

SECTION – B

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

11. Discuss the main functions of mass media?
12. Explain Comstock's psychological model of television effects?
13. What precautions have to be taken in recording field interviewing for radio news a program?
14. Explain the different kinds of leads used in news feature or news reporting?
15. Discuss the processes involved in post-production.
16. How can folk media be used to promote health related awareness in rural regions?
17. What is social media and how can we use it as a PR tool?

SECTION – C

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

18. Media is both an economic and social institution. Explain
19. What role do you think commercial radio can play in social development?
20. How does writing for magazine differ from writing for a daily newspaper?
21. In the age of mass media and the Internet, folk media has no relevance. Discuss
