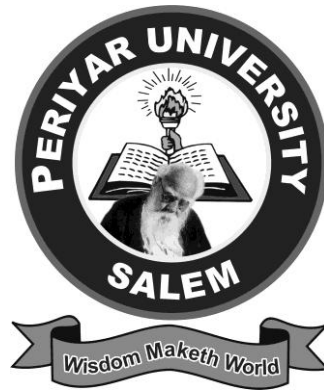


PERIYAR UNIVERSITY
SALEM – 636 011.



PERIYAR INSTITUTE OF DISTANCE EDUCATION

[PRIDE]

M.A., JOURNALISM AND MASS COMMUNICATION

SYLLABUS & REGULATIONS

NON - SEMESTER

[Candidates admitted from 2008-2009 onwards]

PERIYAR UNIVERSITY SALEM-636011
(PRIDE)
REGULATIONS FOR
M.A. Degree Course in Journalism and Mass Communication
Non Semester

1. ELIGIBILITY FOR ADMISSION.

A candidate with Bachelors degree in Arts/Science/Commerce of this university or any other University recognized by the University Grants Commission or any other degree accepted as equivalent thereto by the syndicate is eligible to join this course.

2. DURATION OF THE COURSE

The duration of the course is of a two academic years, whether calendar year mode of Academic year mode. A candidate shall be eligible for the award of the degree only if he/she has satisfactorily undergone the prescribed course of study in this university through PRIDE for a period of not less than two academic years.

3. STRUCTURE OF THE COURSE (UNIFORMITY IN TOTAL NUMBER OF PAPERS)

The course shall consist of 10 papers at the rate of 5 papers for the first year and 5 papers for the second year to maintain uniformity with other P.G. Courses of this University.

4. UNIFORMITY IN TOTAL NUMBER OF UNITS IN EACH PAPER.

Each paper is divided into 5 units to maintain uniformity in the units with other P.G. Courses of this University.

5. EXAMINATIONS

There shall be examination in all five papers at the end of each year. A candidate who does not pass the examination in any subject or subjects in the first year will be permitted to appear in such failed subject or subjects in the subsequent examinations or along with the papers of the second year.

THE EXAMINATION PATTERN IS AS FOLLOWS

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION -A 5X5=25 MARKS

Short notes (300 words) in all the 5 units of the paper with no choice.

SECTION - B 5X15=75 MARKS

Essay type answers of about 1000 words. 8 questions to be asked from all the 5 units and five questions need to be answered.

TOTAL 100 MARKS

6. COURSE OF STUDY

Detailed course content, Units, Books recommended are furnished in Annexure "A".

FIRST YEAR

Paper I	Introduction to Journalism and Mass Communication
Paper II	News Reporting
Paper III	News Editing
Paper IV	Writing for Media
Paper V	Media Laws and Ethics

SECOND YEAR

Paper VI	Electronic Media
Paper VII	Advertising and Public Relations
Paper VIII	Women and Media
Paper IX	Research Methodology
Paper X	Development Communication

7. TEACHERS ELIGIBLE TO TEACH THE COURSE.

Teachers belonging to the faculty of Mass Communication and Journalism, Communication, Journalism, Media Studies, Visual Communication and Electronic Media are eligible to teach this subject.

8. SCHEME OF VALUATION:

The question paper setters will be from outside Universities. The scheme of Valuation shall be provided by the questions paper setter himself.

A candidate shall be declared to have passed in each paper prescribed, if he/she obtain not less than 50% of the marks, prescribed for the examination. He /she shall be declared to have passed the whole examination, if he/she passes in all the papers wherever prescribed / as per the scheme of the examination. Failed candidate shall appear for the paper/s, till they secure the minimum marks for a pass in that paper, in the subsequent examinations.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES :

Candidate who secured not less than 60% of aggregate marks and above in the whole examinations shall be declared to have passed the examination in the FIRST CLASS.

All other successful candidates shall be declared to have passed in the examinations in SECOND CLASS.

10. LIST OF QUESTION PAPER SETTERS :

“Appended Separately” in Annexure –B.

SYLLABUS

PAPER I: INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

UNIT I

Journalism and Mass Communication – nature – scope – mass communication – Definition – process: mass media and modern society – functions – mass media and democracy.

UNIT II

Early efforts in printing, newspaper – types of newspaper – contents – characteristics: magazines – characteristics and types of books – book publishing in India.

UNIT III

Early communication systems in India, history of Indian press – from earlier days to 1880s – Tilak Era – role in freedom movement – brief history of major English and language newspapers and magazines.

UNIT IV

Ownership of print media – types – merits and demerits: organizational structure of newspaper – functions of the staff, editorial, advertising, circulation departments, patterns of newspaper ownership and management in India – procedure to launch a publication, marketing practices in print media.

UNIT V

Press Commissions, Press Council, DAVP, INS, ABC, unions of media men and media women, professional organizations – PIB, other public information agencies – of both State and Central governments.

BOOKS FOR REFERENCE:

1. KEVAL J.KUMAR, *Mass Communication in India*, Jaico publication, 2005.
2. R.K. RAVINDRAN, *Handbook of mass communication*, Anmal Publications. New Delhi. 2002.
3. DAVID BERLO *The Process of Communication*.
4. EMERY & OTHERS *Introduction to Mass Communication*.
5. WILBUR SCHRAM *Mass Communication*
6. FEDLER F *Introduction to Mass Media*.
7. FRASER BOND *Introduction to Journalism*.
8. MEHTA. D.S *Mass Communication and Journalism in India*.
9. RANGASWAMI PARTHASARATHY, *Journalism in India*, Sterling publishing, 1995

PAPER II: NEWS REPORTING

UNIT I

The concept of news: what is news? Definition, scope and types of news, elements of news, - hard and soft news.

UNIT II

Reporting: principles of reporting, functions and responsibilities; writing news –lead – types of lead; body.

UNIT III

Reporting techniques, qualities of reporter, art of interviewing – techniques

UNIT IV

News sources – types of sources – cultivation of sources; pitfalls and problems in reporting – attribution – off-the-record – embargo – pool reporting; follow up –advocacy, interpretation, investigation.

UNIT V

Civic reporting: reporting functions – social, cultural, political, seminars, workshop, symposia, civic problems (such as sanitation, health, education, law and order, police, hospitals, etc.)

BOOKS FOR REFERENCE:

1. M V KAMATH, The Journalist's Handbook, Vikas, 1983.
2. JUDITH BUTCHER, Copy Editing, Cambridge University Press, 1992.
3. MARILYN L SATTERWHITE AND JOSEPH TINERVIA, Developing Writing Skills, McGraw Hill,
4. PVL NARASIMHA RAO, Style in Journalism, Orient Longman
5. WYNFORD HICKS, Writing for Journalists, Routledge
6. B AXELROD AND CHARLES R COOPER, The St Martin's Guide to Writing, St Martin's Press
7. JO RAY MCCUEN AND ANTHONY WINKLER, Rewriting Writing, Harcourt Brace Jovanovich
8. MERRIAM WEBSTER'S Manual for Writers, Merriam-Webster

PAPER III: NEWS EDITING

UNIT I

Editing: Nature and need for editing, principles of editing, editorial desk, functions of editorial desk; copy editing – preparation of copy for press – style sheet – editing style proof reading symbols and their significance.

UNIT II

Functions and qualifications of a sub editor and chief sub editor, copy selection and copy tasting.

UNIT III

Structure and functions of newsroom of a daily, weekly newspaper and periodicals – different sections and their functions.

UNIT IV

Headlines – principles, types and techniques – subheads

UNIT V

Editing feature articles and special reports, editorials – types, opinion pieces, columns

BOOKS FOR REFERENCE:

1. BRUCE WESTLEY News Editing
2. BASKETT & SCISSORS The Art of Editing.
3. HAROLD EVANS Newspaper Design.
4. WOLSELEY & CAMPBELL Newsmen At Work.
5. GEORGE T J S Editing-A Handbook for Journalism.
6. HUNT A Newspaper Design.
7. SPENCER L M Editorial Writing.
8. McGRIFFERT R C The Art of Editing News.

PAPER IV: WRITING FOR MEDIA

UNIT I

Historical background of writing: elements of language – writing as coding of contents, language of mediated communication.

UNIT II

Principles and methods of effective writing for mass media, general rules of grammar, exceptions in mass media writing use of words, sentences – types and construction, use of tenses in mass media writing.

UNIT III

Use of negatives and double negatives; adjectives and adverbs; transitional devices; redundancy.

UNIT IV

Methods of attribution, identification, quotation, paraphrasing.

UNIT V

Translation – meaning, types and principles of translation; translation and rewriting practices in mass media.

BOOKS FOR REFERENCE:

1. Gunther Kress and Theo van Leeuwen, Reading Images: The Grammar of Visual Design, Routledge
2. Peter Jarvis, TV Director's Handbook, Focal Press
3. Vijayakumar, Cinema Technique, NCBH
4. Arthur Asa Berger, Scripts: Writing for Radio and Television, Sage
5. Pat Cooper and Ken Dancyger, Writing the Short Film, Focal
6. Paul Mills, Writing in Action, Routledge

PAPER V: MEDIA LAWS AND ETHICS

UNIT I

Salient features of the Indian Constitution, fundamental rights, directive principles of state policy, powers/privileges of the parliament/state legislative assemblies and the role of judiciary in the media-state relationships.

UNIT II

Freedom of expression, right to information, Article 19, UDHR, censorship, defamation, libel, obscenity, CrPC , IPC, significant amendments to the Indian Constitution.

UNIT III

Law of copyright, major copyright issues/cases, WIPO, piracy of media products and the IT Act 2001.

UNIT IV

Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.

UNIT V

Codes of ethics for media professionals, the role of press council of India and other professional councils and case studies of major ethical violations by the Indian media.

BOOKS FOR REFERENCE

- 1.DURGADAS BASU Laws of the Press in India
- 2.RA YUDU C S Communication Laws.
- 3.UMRIGAR o M Journalist and the Law.
- 4.Pll The Law and the Press.
- 5.DURGADAS BASU Indian Constitution,

**SECOND YEAR
PAPER VI: ELECTRONIC MEDIA**

UNIT I

Development of Electronic Media- Evolution of Media, Nature of broadcast media – radio and television, early history of radio and television in India.

UNIT II

Growth and development of radio since 1947 in India. Growth and development of television in India. Growth of cable TV and Satellite channels in India.

UNIT III

Organizational structure of Electronic media in Government and Private sector. Broadcasting and Society – Sociological and cultural understanding of the audience.

UNIT IV

Issues in Broadcasting – Social, political, economical and technological. Educational broadcasting – process, problems and prospects. Review of committee and working groups in India.

UNIT V

Basics of news production for radio and television. News writing and presentation techniques. Difference between writing for print and electronic media. Principles of ENG.

BOOKS FOR REFERENCE

1. CHATTERJEE, P.C: Broadcasting in India, Sage publications.
2. RANGASWAMI PARTHASARATHY. – Here is the News
3. GROSS, L.S: (1996) The international world of Electronic media, Mc Graw hill.
4. CRAFT, JOHN: FREDERIC A: AND GODFREY, DONALD G: Electronic media, Wadsworth, Thomson learning.

PAPER VII : ADVERTISING AND PUBLIC RELATIONS

UNIT I

Advertising- Meaning, Nature, Scope. Types of Advertisements. Role of Advertising in Society. Advertisements and Ethics.

UNIT II

Advertising Agencies, Functions of Advertising Agencies. Copy writing, Slogan writing, advertising copy – Visualization – illustrations – Layout – Headlines – text – Color – Graphics – Psychological factors in advertising

UNIT III

Planning and campaigns – Media selection – newspapers – Magazines – Radio – Television – Direct mail – outdoor advertising – Hoarding – Bus panels – Spectacular – bulletins.

UNIT IV

Nature and Scope of Public Relations. Qualifications and responsibilities of a Public Relations Officer. Difference between Publicity, Public Opinion, Propaganda and Public Relations.

UNIT V

House Journals, Corporate Communication. Professional Organizations in Public Relations. Applied PR – International PR – PR for central government – State government – Local bodies – PR and extension – employees relations.

BOOKS FOR REFERENCE:

1. KEVAL J KUMAR Advertising in India.
2. SANDAGE AND OTHERS Advertising -Theory and Practice.
3. SETHIA & CHUNAWALA Advertising- Principles and Practice.
4. OTTO KLEPPNER Advertising Procedure.
5. CUTLIP & CENTER Effective Public Relations.
6. RA VINDRAN Handbook of Public Relations.
7. AHUJA & CHANDRA Public Relations.
8. SAM BLACK Practical Public Relations,

PAPER VIII: WOMEN AND MEDIA

UNIT I Three Waves of Feminism - Feminist Theories and Media Studies - Media Texts and Gender - Media Production and the Encoding of Gender - Gendered Newsroom Cultures and Values - The Global Context of Women in Communication - Women and Soap Opera - Gender concepts - Gender and the individual - Inequality in society - Gender discrimination - Discrimination and violence - Gender and the United Nations - Patriarchy and its impact on media and other sectors of the society

UNIT II

Gender and Development - Gender inequality at work, Gender Gap in wages - Women's health, and income economic activities - Gender and compensation - Women and Authority - Women in Trade Unions - Media practitioners and the themes: Gender, Community, Globalization and Nation - Women's Movement and status of women: a global scenario - Women's Movement and status of women: a national scenario of India - Women's Movement and status of women: a SAARC scenario in Asia - Media and Gender: Trends and practices in India - Images of men and women in Indian media

UNIT III

Role of media in behaviors change, women's empowerment - Production of media programmers with gender equality content - Media and violence against women - "Women and Media" as per The Fourth World Conference on Women in Beijing - The Beijing Platform for Action (BPFA) - Abortion, Property Rights of women - The Constitution of India and Gender Equality - Reproductive Rights of Women Forms of violence against women in India - Rape, Domestic Violence, Child marriage, witch – hunting polygamy -

UNIT IV

Discriminatory Laws in India and their Impact on Women - Impact of Discriminatory laws - Initiatives and Challenges to Amend Discriminatory Laws - State Accountability and Obligation to Eliminate Discriminatory Laws -

UNIT V

Women in Media – Indian women in Media - Media organizations and women - Feminist Television Criticism – Women in Television, Gendered Television: Femininity - The Soap Opera as Feminine Text - Consuming Pleasures: Active Audiences and Soap Opera - Cathartic Confessions or Emancipatory Texts - The Mediated Talking Cure: Therapeutic Framing of Autobiography in TV Talk Shows

BOOKS FOR REFERENCE:

1. CARTER, CYNTHIA, AND LINDA STEINER, eds. 2004. *Critical Readings: Media and Gender*. Maidenhead: Open University Press.
2. VAN ZONEN, LIESBET. *Feminist Media Studies*. London: Sage. 1994.
3. GAIL DINES AND JEAN M. HUMEZ, ed. *Gender, Race, and Class in Media: A Text-Reader*, 2nd. (Sage, 2003).
4. MAURINE H. BEASLEY AND SHEILA J. GIBBONS *Taking Their Place: A Documentary History of Women in Journalism*, 2d. ed., by (Strata, 2003).
5. SUSIE JACOBS, RUTH JACOBSON, JENNIFER MARCH BANK. ed. "States of Conflict, Gender, Violence, and Resistance"
6. KAMALA BHASIN *Understanding Gender*.
7. JERRY A JACOBS ed. *Gender Inequality at work*.

PAPER IX: RESEARCH METHODOLOGY

UNIT I

Introduction to Mass Communication research – meaning of research, scientific method – Characteristics – Steps in research identification and formulation of research problem in communication research.

UNIT II

Basic elements of research – concepts, definitions, variables, hypothesis and causation. Hypothesis – type, of hypothesis – Characteristics of good hypothesis –hypothesis testing. Research designs in Mass Communication research outlines of important designs, approaches: Survey research. Content analysis and historical method. Measurement : Meaning levels and types of measurement.

UNIT III

Sampling in communications Research, Types, their applications and limitations. Methods of data Collection : Interview, questionnaire, observation and case study – applications and limitations of different methods.

UNIT IV

Use of statistics in communication research, Basic statistical tools : measures of central tendency (mean, mode and median) : measures of dispersion (standard deviation), correlation and chi-square.

UNIT V

Data processing, Analysis, presentation and interpretation of data. Use of graphics in data presentation. Writing a research proposal : writing research report – Components and style.

BOOKS FOR REFERENCE:

1. W. J. GOODE & P.K. HATT :Methods in Social Research
2. NAFZIGER AND WHITE:Introduction to Mass Communication Research
3. WILKISON AND BHANDARKAR: Methodology and Techniques of Social Science research
4. C. R. KOTARI:Research Methodology, Methods and Techniques
5. HANS RAJ: Theory and Practice in social Research
6. PAULINE :Scientific social surveys and Research
7. WIMMER & DOMINIC : Mass Media Research, an introduction.

PAPER X : DEVELOPMENT COMMUNICATION

UNIT I

Traditions in development communication, theories of dominant paradigm, paradigm shifts in development communication., relevance of participatory approaches. Participatory Journalism, pioneer efforts of Oh my news.

UNIT II

Communication for national development, the impact of India's five year plans on national development and the scenarios of development in the developing world.

UNIT III

Development reporting, development newspapers (eg.Grassroots and Ooraga Uravu) and development communication projects (eg. eighteenth elephant project of Udayavani).

UNIT IV

Human rights reporting: problems and prospects, case studies of human rights violations in Tamilnadu, human rights and human development and the human development index.

UNIT V

Indian experiences and experiments in development communication.development initiatives of the union government (DRDA projects, poverty alleviation programmes etc.), development initiatives of World Bank and initiatives of NGOs like Grameen Bank of Bangladesh.

BOOK FOR REFERENCE

1. SRINIVAS MELKOTE, Communication for Development in the Third World:Theory and Practice, Sage, 1991.
2. S.R MEHTA, Communication and Development, Rawat Publications, 1992.
3. V.C. PANDEY, Information Communication Technology and Education, Vol 1-5
4. SRINIVAS RAO, MELKOTE, CHANDRASEKABAR, VALLATH, Communication Gap in Development
5. P.C.JOSHI, Communication and National Development
6. MRIDULA MENON, Development communication and media debate
7. ARVIND SINGHAL AND EVERETT ROGERS, India's Communication revolution

M.A Mass Communication and Journalism

Paper I: Introduction to Journalism and Mass

Communication

Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Media Conglomerates
2. Freedom of the press
3. Press Censorship
4. Johannes Gutenberg
5. Press Council

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. Trace the origin of printing press in India.
7. Illustrate the press ownership patterns in India.
8. What do you know about Gandhi as a journalist
9. Explain the role of press council of India.
10. Comment on the freedom of press in our country.
11. Define the role of ABC in our country.
12. Journalism in India is known to be the fourth Estate in our country-Explain
13. Define the role and responsibility of a journalist in shaping the nation.

M.A Mass Communication and Journalism

Paper II News Reporting Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Define News
2. Inverted pyramid style
3. Travel feature
4. Investigative reporting
5. Crime beat

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. What are the elements of news? How will you develop your news sense?
7. Differentiate hard news and soft news.
8. Write a short essay on fundamentals of good writing.
9. Where should one look for ideas and information for writing feature articles?
10. What are the different types of reporting? Illustrate with examples how investigative reporting is carried out.
11. Describe the news gathering set-up of a daily newspaper.
12. What are the skills needed for a reporter for interview reporting?
13. Explicate the significance of accuracy and attribution in a newspaper.

M.A Mass Communication and Journalism

Paper III News Editing Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Wire Copy
2. Caricature
3. Cropping
4. Kicker
5. Stylebook

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. Explain the role of Fourth Estate in developing our nation.
7. Explain the origin of news and how it is processed to publish in the newspaper.
8. What are the essential qualifications of a sub-editor?
9. What editing does for a copy?
10. Explain the importance of inverted pyramid structure.
11. Explain the various type of headline.
12. Elaborate the significance of photographs while designing a newspaper page.
13. Describe the challenges faced by sub editors while editing feature articles.

M.A Mass Communication and Journalism

Paper IV Writing for Media Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Story Board
2. Attribution
3. Objectivity
4. Transition
5. Visual grammar

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. What are the various stages for script development?
7. Explain the technique for describing sight and sound verbally in the script.
8. Elucidate the various script formats followed by the professional script.
9. Define the method for developing a creative concept.
10. Describe in details about the steps involved in planning and writing a script for personality interview.
11. Write a 3-minute script for public service announcement through radio.
12. What are the five Ws and H and what is the major difference in the way they apply to print and broadcast journalism?
13. What is the major difference between writing for radio and writing for Television

M.A Mass Communication and Journalism

Paper V Media Laws and Ethics

Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. preamble
2. censorship
3. Media piracy
4. Right to information
5. Code of conduct

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. Describe the fundamental rights and duties of Indian citizen.
7. Why Press in India called as fourth estate of democracy – Discuss.
8. Censorship to Satellite Television should be must in India- Discuss.
9. What are the provisions mentioned in the Article 19 of the Indian constitution?
10. What is intellectual property? What are the laws related to it?
11. Privacy is a great threaten in new communication technologies. Discuss
12. Examine the need for a stronger legal guarantee for violations against human rights in India
13. Describe the functions and powers of Prasar Bharati.

M.A Mass Communication and Journalism

Paper VI Electronic Media Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Web Radio
2. SITE
3. PRASAR Bharti
4. Edu-Sat
5. Electronic News Gathering

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. TV News has become trivial and highly sensational. Elaborate.
7. Prasar Bharati is old wine in new bottle. Do you agree?
8. How has satellite channels contributed to variety of TV content?
9. Describe public service broadcasting as a category.
10. List the Characteristics of Internet Radio.
11. Discuss some of the television program formats with the note on their advantages.
12. Mention the best news program you follow regularly. Justify your answer
13. Discuss the principles of ENG and EFP in detail

M.A Mass Communication and Journalism
Paper VII Advertising and Public Relations

Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Medium
2. Persuasive Communication
3. Brand Image
4. Transit Advertising
5. Event Management

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. Explain the AIDA Model of Communication
7. Give the structure and functions of a full service advertising agency.
8. Advertising adds to the cost of products. Comment.
9. “Advertising provides information that helps match buyers and sellers in the marketplace”. Do you agree?
10. What is an ad campaign? How is it planned and executed?
11. “Public Relations is a science as well as art”- Explain in detail the implications of this statement.
12. Differentiate PR, propaganda and advertising.
13. ‘Feedback is the lifeline of PR campaign’-Discuss.

M.A Mass Communication and Journalism

Paper VIII Women and Media Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Feminism
2. SOAP Opera
3. SAARC
4. Domestic Violence
5. BPFA

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. Briefly discuss the three waves of feminism
7. Compare and contrast the images of men and women in Indian media
8. Describe the role of media in behavior change and women empowerment.
9. Examine the portrayal of women in Indian media.
10. Illustrate the status of women movements in out country.
11. Evaluate the gender inequality in society in particular reference to India.
12. List and explain the discriminatory laws against women in India and its impact.
13. Most of the Indian women's were active audience for the soap operas. Comment.

M.A Mass Communication and Journalism

Paper IX Research Methodology

Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Null hypothesis
2. Frequency
3. Reliability
4. Triangulation
5. Cluster sampling

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. Differentiate qualitative and quantitative research methods.
7. Describe the different types of probability sampling.
8. Illustrate the characteristics of scientific research.
9. What do you mean by a variable? Explain discrete and continuous variables.
10. Discuss the advantages and disadvantages of case study method
11. Which methodology will you apply to study the audience perception of media influence? Justify it with suitable examples.
12. Discuss the procedures for constructing a questionnaire.
13. Explain 1) ANOVA 2) Two- Way ANOVA 3) t- test 4) SPSS

M.A Mass Communication and Journalism

Paper X Development Communication

Model Question Paper

Duration: 3 Hours

Maximum Marks: 100 Marks

SECTION –A 5X5=25 MARKS

ANSWER ALL THE QUESTIONS IN 300 WORDS EACH

1. Folk media
2. Community radio
3. ICT
4. SHG
5. Social marketing

SECTION – B 5X15=75 MARKS

WRITE AN ESSAY ON ANY FIVE OF THE FOLLOWING IN ABOUT 1000 WORDS EACH

6. Discuss the alternate paths to development
7. Differentiate Mass media and Community media.
8. Elucidate the role of a communicator in the process of social change.
9. Illustrate the power of community radio in taking social messages
10. Critically examine the role of Self help groups in empowering Indian women.
11. Evaluate the tradition of Folk forms in several development campaigns in India.
12. Community-driven media initiatives have helped in amplifying the voices and concerns of marginalized women in India'. Comment.
13. 'Radio was considered the best medium for disseminating developmental issues to the rural mass'-Comment

ANNEXURE –B

LIST OF QUESTION PAPER SETTERS:-

1. DR.P.GOVINDARAJU Professor and Head Department of Communication Manonmaniam Sundaranar University Tirunelveli-12. Mob: 9443126300
 2. DR.V.NATARAJAN Reader Department of Communication Manonmaniam Sundaranar University Tirunelveli-12. Mob: 9283666216
 3. MR.V.SUNDARARAMAN Lecturer Department of Communication Manonmaniam Sundaranar University Tirunelveli-12. Mob:9994464607
 4. DR.P.E.THOMAS Reader and Head Department of Communication and Mass Media Studies Bharathiar University Coimbatore. Mob:9842084804
 5. DR.S.ARULSELVAN Deputy Director EMPRC Tamilnadu Open University DOTE campus guindy Chennai-25. Mob:9443954850
 6. DR.D.BOOPATHY Reader Department of Communication P.S.G College of Arts and Science Coimbatore. Mob: 9443563520.
- S