

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

M.A Journalism and Mass Communication – First Semester

Fundamentals of Journalism and Mass Communication

Sub-Code: DJMM11

1. (a) Write in detail about history of Journalism.

(or)

(b) Discuss about the Cultivation Theory and uses and Gratification Theory with examples.

2. (a) Explain in detail about the computer aided communication process.

(or)

(b) Case study on Regional and National level media companies.

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

M.A Journalism and Mass Communication – First Semester

Advanced Reporting

Sub-Code: DJMM12

1. (a) Explain the ethics in reporting.

(or)

(b) Write in detail about sports Journalism.

2. (a) Reporters are eyes and ears of a media organization Do You subscribe to their views illustrate your answer giving the job of a reporter.

(or)

(b) Explain in detail about the convergence of Technology and its advantages in Reporting.

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

M.A Journalism and Mass Communication – First Semester

Editing Techniques

Sub-Code: DJMM13

1. (a) Explain in detail about substantive editing and copy editing.

(or)

(b) Discuss in detail about New media application and Editing.

2. (a) Explain the Roles and the responsibility of Editorial team.

(or)

(b) Write a case study about editing practices in Regional Media Organization.

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

M.A Journalism and Mass Communication – First Semester

Communication Theories

Sub-Code: DJMM14

1. (a) Explain in detail about Socio-Psychological and Socio-Cultural Theories.

(or)

- (b) Discuss the paradigm shift in Mass Communication Theory.

2. (a) Write in detail about the rise of cultural theories in Europe.

(or)

- (b) Explain in detail about the Indian audience and social realities.

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

M.A Journalism and Mass Communication – First Semester

Business Communication

Sub-Code: DJME15

1. (a) Discuss the motives and strategies of a Business Communication.

(or)

(b) Explain the Ethics and Social responsibilities of a corporate Communication.

2. (a) How has digital Marketing strategies impact the traditional communication process.

(or)

(b) Explain the prospects of Business Communication in India.

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

M.A Journalism and Mass Communication – First Semester

Freelance Communication

Sub-Code: DJME16

1. (a) Discuss the sources and Trends of Freelancing Communication.

(or)

(b) How do you write and develop a content for New Media?

2. (a) Differentiate cartoon and caricature with Illustrations.

(or)

(b) Discuss the prospects of freelancing in Media Industry.