

# ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

III SEMESTER M.A. [JOURNALISM] EXAMINATIONS - OCTOBER 2019

## PUBLIC AND CORPORATE COMMUNICATION

Duration: 2.5 Hours

Max. Marks: 70

### Section-A

Write short notes on any FIVE:

5x5=25

1. What is the relevance of Public Relations for the society?
2. What is the purpose of public service announcements?
3. Write a note on corporate credibility.
4. What is corporate culture?
5. Explain Employee & stockholder relations.
6. Explain the principles of Public Relations.

### Section - B

Answer any THREE of the following questions.

(10x3=30)

7. Explain the organizational structure of a typical PR department.
8. What is media relations and its importance?
9. Explain the process of Public Relations.
10. Explain the external Publics of PR.

### Section: C

Answer any ONE of the following questions.

(1x15=15)

11. Explain various tools that are available to PR professional.
12. What are the various ways of managing the internal publics of an organization?

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**ADVERTISING**

Duration: 2.5 Hours

Max. Marks: 70

**SECTION - A**

I) Write short notes on any FIVE.

(5x5=25)

1. Advertising campaign
2. Advertising Copy
3. Advertising Agency
4. Visualization
5. Slogan
6. Consumer

**SECTION - B**

II) Answer any THREE of the following questions.

(3x10=30)

7. What is advertising? Discuss the role of advertising in modern society.
8. Amplify the fundamentals of advertising copy preparation for TV
9. Define marketing communication and justify the role of marketing communication in contemporary society.
10. Delineate the outdoor and new media of advertising.

**SECTION - C**

III) Answer any ONE of the following questions.

(1x15=15)

11. What is advertising agency? Elaborate on the types of Advertising Agencies.
12. Describe the classification of Advertisements

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III SEMESTER M.A. [JOURNALISM] EXAMINATIONS - OCTOBER 2019

## COMMUNICATION RESEARCH

Duration: 2.5 Hours

Max. Marks: 70

### SECTION - A

I) Write short notes on any FIVE. (5x5=25)

1. Ethics in research
2. Need for developing Hypothesis
3. Calculate the three statistical measures of central tendency for the set of data given below.

X (Score)	32	28	24	28	28	31	35	29	26
Frequency	1	3	1	3	3	1	1	1	1

4. Media research
5. Variables
6. Ethnography

### SECTION - B

II) Answer any THREE of the following questions. (10x3=30)

7. Discuss the process of research.
8. Calculate the Pearson Correlation Coefficient from the data given below. Interpret the value.

Subject	Age (X)	Media Exposure (Y)
1	43	99
2	21	65
3	25	79
4	42	75
5	57	87
6	59	81

9. Explain ethics in research
10. Write short notes on the following:
  - a). survey research
  - b). content analysis

### SECTION - C

III) Answer any ONE of the following questions. (1x15=15)

11. Discuss any three qualitative research methods.
12. Write a research proposal for your dissertation topic.

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**III SEMESTER M.A. [JOURNALISM] EXAMINATIONS - OCTOBER 2019**

**MEDIA AND CULTURAL STUDIES**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

- I) Write short notes on any FIVE. (5x5=25)
1. Global Village
  2. Hegemony
  3. Standardization
  4. Reception theory
  5. Popular Culture
  6. Foucault's Discourse Analysis

**SECTION - B**

- II) Answer any THREE of the following questions. (3x10=30)
7. Discuss the concept of Technological Determinism
  8. "Media are agents of socialization and mediators of political reality". Critically analyze the statement
  9. What is Neo-Marxism? Explain Frankfurt School and Culture industry.
  10. Substantiate the concepts, 'Medium is the message' and 'Hot and Cool Media'.

**SECTION - C**

- III) Answer any ONE of the following questions. (1x15=15)
11. Analyze globalisation of media culture and its implications.
  12. Analyze cultural imperialism with special reference to Korean wave of popular culture.

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**III SEMESTER M.A. [JOURNALISM] EXAMINATIONS - OCTOBER 2019**

**TELEVISION BROADCASTING**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

**I) Write short notes on any FIVE. (5x5=25)**

1. T.V as a medium of Mass communication
2. Linear Editing
3. Titling and Sub titling
4. Single and Multi camera production
5. What is included in Story board?
6. Political issues in television broadcasting

**SECTION - B**

**II) Answer any THREE of the following questions. (10x3=30)**

7. Evolution of television in India.
8. Basic theories of shot compositions.
9. Duties of a studio floor manager.
10. Ethics in television production.

**SECTION - C**

**III) Answer any ONE of the following questions. (1x15=15)**

11. Types of television production formats/programs.
12. Pre-Production stages in Television production.