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(FOR THE CANDIDATES ADMITTED

24PEL3E3

DURING THE ACADEMIC YEAR 2024 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER, 2025

MA ENGLISH LITERATURE(SF)
SEMESTER : III

MAXIMUM MARKS: 75
TIME : 3 HOURS

24PEL3E3- JOURNALISM AND MASS COMMUNICATION

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Which of these is the most common form of dyadic communication?
a) Blogging b) Writing c) Conversation d) Texting
2. What is “Agenda Setting” in the context of Media influence?
a) The process by which media dictates what issues are important
b) The selection of content for news broadcasts
c) The role of media in shaping public policy
d) The creation of media content schedules
3. Which of the following software program that filters all the data coming through the internet?
a) Antivirus b) Cookies c) Malware d) Firewall
4. _____ technology is adopted for AIR to switch from analog to digital.
a) Cliff effect
b) Digital Multimedia Broadcasting
c) Digital Radio Mondiale
d) Integrated Services Digital broadcasting
5. Which of the following media disseminate creative information through cultural and performance arts?
a) Outdoor media b) Folk media c) Broadcast media d) Social media

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Enlist types of non-verbal communication. **(K2)**
7. Define the term “Gatekeeping” in Mass Communication. **(K2)**
8. Define the term "mass media" and mention one use in journalism **(K2)**
9. Write two examples of advantages of Information Revolution **(K2)**
10. Define broadcast. **(K2)**

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Discuss the concept of Uses and Gratifications Theory
(OR)
b) Explain how does Mass Communication influences Cultural Change.

12. a) Interpret how freelancing contributes to the gig economy

(OR)

b) Trace the genesis of yellow journalism. Discuss the content of today's newspapers in relation to the characteristics of yellow journalism.

13. a) Assess the key features of mass communication in society.

(OR)

b) Define Mass communication with appropriate references. How do mass media usually communicate with the targeted mass? Explain.

14. a) Do you think technology largely influences media content? Establish your view with special reference to Reality Show.

(OR)

b) What is Social TV? How have new media technologies changed the ways engaging with TV?

15. a) How does blogging contribute to journalism?

(OR)

b) Analyze the ethical and legal considerations in writing for radio, television, and online platforms.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)

16.a) Discuss in detail the various barriers to communication in organizational and societal contexts, and suggest strategies to overcome these barriers. Illustrate your answer with examples.

(OR)

b) Critically evaluate how mass media contributes to the process of cultural globalization. What are its benefits and challenges?

17. a) "Folk media can bridge the gap between traditional wisdom and modern development." Critically discuss with relevant examples.

(OR)

b) Analyze the role of social media platforms in enhancing the reach and career growth of freelance journalists.

18. a) Interpret the role of investigative journalism in addressing social issues through mass communication.

(OR)

b) Examine the role of mass media in entertainment and its psychological effects on the audience.

19. a) Analyze the challenges and importance of cybersecurity for media organizations in protecting sensitive information.

(OR)

b) Critically analyse the impact of the Information Revolution on mass communication and journalism. Highlight both the positive and negative effects this revolution has brought to the field.

20. a) What are the techniques of writing television news copy? What are the basic differences among radio news copy, television news copy and newspaper report?

(OR)

a) How have social networking sites changed the traditional media landscape and news consumption patterns? Elucidate.