

1/10/13
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J.E / B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, NOV / DEC 2013

PRINTING TECHNOLOGY BRANCH

6th SEVENTH SEMESTER

PT 509 MASS COMMUNICATIONS

(Regulation 2004)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. What are the basic characteristics of mass media?
2. List the principles of mass media.
3. Define : copy editing
4. Write down the need for picture editing.
5. Enumerate the features of newspaper.
6. What do you mean by rewriting?
7. List down the pros and cons of broadcasting.
8. Justify the need of visual communication.
9. How the charts are become an easy aid for communication?
10. Write the importance of journalism.

Part – B (5 x 16 = 80 marks)

11. Describe the theories, types, principles and techniques of communication in detail.
12. a) Explain the concept and preparation of news copy for publication in detail.
OR
b) Discuss characteristics and requirements of various types of reporting in detail.
13. a) Using a simple example write the features of fiction and non-fiction writing elaborately.
OR
b) Explain the following.
i) Analytical articles (8) ii) Commentaries (8)
14. a) Write elaborately different the structure and function of public affairs department in a broadcast station.
OR
b) Compare and explain the salient features of TV/Radio station management in detail.
15. a) Discuss the various types of audio visual aids and techniques used in communication.
OR
b) Explain the different types and techniques of communication elaborately