B.E. / B.Tech. (Full - Time) ARREAR SEMESTER EXAMINATION, APR/ MAY 2012

PRINTING TECHNOLOGY BRANCH

SEVENTH SEMESTER

PT 509 MASS COMMUNICATION

(REGULATIONS 2004)

Time : 3 hrs Max Mark:100

ANSWER ALL QUESTIONS

Part – A (10 x 2 = 20 Marks)

1. What are the basic characteristics mass media?
2. List the principles of communication.
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. a. Describe the theories, types, principles and techniques of communication in detail.

12. a. Describe the concept and preparation of news copy for publication in detail.

or

b. Explain the 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 techniques and types of communication research elaborately.