**BON SECOURS COLLEGE FOR WOMEN**

**VILAR BYPASS, THANJAVUR**

**JOURNALISM AND MASS COMMUNICATION**

**CLASS - II MA SUB.CODE - P8ENE2B**

**UNIT-1**

**Two Marks Questions:**

1. Who used the printing press first?

2. What types of profession in journalism?

3. Function of a journalist.

4. Source of journalism.

5. Work of journalism.

6 .What is the main aim of journalism?

7. Role of printing press journalism.

8. How the press called as freedom of speech and expression?

9. Types of right to freedom.

10.Which the printing press has close relation?

11. In which age the movable type has spread?

12. By whom the movable type was developed in 15th country?

13. What is carton?

14. W hat are the materials used to paste carton?

15. What is news- letter?

16. What are the two new – sheet in 1609?

17. In which language the weekly newspaper coming out?

18. What is press?

19. What are main role of press?

20. What is press democracy?

21. How press help them to people?

22. What is the press council?

23. What is the people opinion about press?

24. How many printing presses in India?

25. How many printing schools?

26. What are the printing schools?

27. What is communication?

28. What is mass commutation?

29. What is interpersonal communication?

30. Define types of communication

31. How the connection between mass communication and human being?

32. What is mass communication according to Dennis?

33. What is mass communication according to Berge?

34. How could mass media implies the audience?

35. What is called branch of social sciences?

36. How was mass communication participated in economic revolution?

37. Which is called present age?

38. Which is called mass communication age?

39. Describe the print age.

40. Describe the writing age.

41. Where did the word of communication derived?

42. Definition of the encyclopaedia Britannica.

43. Define the methods of communication.

44. What research challenge do we face in studying communication?

45. How does our brain process non verbal communication?

46. How does autistic brain differ in communication?

47. How does our brain process language?

48. Who identity five characteristic of mass communication?

49. How the mass communication delivered in video games?

50. Where it is used two way of communication?

51. What is the reason telephone transformed into cell phone?

52. Define the classification of mass media in 20th century

53. What forms of media should be classified as mass media?

54. When cinema is utilized?

55. When TV and radio utilized?

56. When mobile phones are utilized?

57. When internet is utilized?

58. What is outdoor media?

59. What is print media?

60. What is broadcast media?

61. Define digital media.

62. What are the instruments of mass communication?

63. What is mass communication?

64. Uses of newspaper

65. Needs of mass communication

**Five Marks Questions:**

1. Write briefly about the history of journalism.

2. Write about journalism in India

3. Problems faced by the journalism.

4. Advantages of journalism.

5. Give an introduction to journalism.

6. Role of press in India?

7. Define press law of enquiring committee.

8. Define press act.

9. What are the particular in the first press commission?

10. What are the declaration press freedoms in India democracy?

11. Describe the history of communication.

12. How the communication helps people?

13. Define types of communication?

14. Describe the development of mass communication in Elizabethan period?

**Ten Marks Questions:**

1. Give detailed information about journalism.

2. Write about the history of journalism.

3. What are the growth and development in mass communication?

4. Write an essay on the Criteria of a good newspaper.

5. What are the different kinds of newspaper? Explain.

6. Explain the variety of features

**UNIT-2**

**Two Mark Questions:**

1. What is print media?

2. What are the types of print media?

3. Define daily newspapers

4. Define language wise newspaper.

5. Define the growth of Indian press

6. What are the uses of state wise newspapers?

7. Define the circulation pattern in newspaper

8. What are the contents in newspaper?

9. Name any two types of daily newspaper

10. What are the actions are performed in regional and branch offices of newspaper?

11. Define function of press

12. What is press?

13. What are the two important functions in the past of the press?

14. What is the press advertisement?

15. What are the influences about the readers?

16. What is the function of press?

17. What are the qualities of good journalist?

18. Give some information about press

19. What are the advertisements in newspaper?

20. How the reader influence in newspaper?

21. What is reporting?

22. What are the activities in reporting?

23. What are the types of reporting?

24. What are the importances of reporting?

25. How to take interview?

26. What are the main roles of reporter?

27. What are the qualities of reporter?

28. How the reporter called the news?

29. Who is called true reporter?

30. What is news?

31. Some definition of news

32. Write any categories of news

33 Write some foreign news agencies

34. What is collection of news?

35. What are the sources of news?

36. What is mean government and official news?

37. What are the conditions to follow for making newspaper?

38. What is editing?

39. What is lead?

40. Mention the types of editors?

41. Write about the role of news editor

42. What are the skills involved in editing?

43. What is editing page?

44. What are the code ethics for edition writers?

45. Who is the king of a newspaper?

46. What is the role of editor in a newspaper?

47. What is the role of chief editor?

48. What are the good qualities of sub editor?

49. What is doubling streak?

50. How does a journalist became an editor?

51. What are the bound responsibilities of an editor?

52. What is an editorial responsibility?

53. What is news editor?

54. What is the important part of chief reporter?

55. A good sub- editor is a creative artist says F.J.Mansfield- Give your reason.

56. Features of interview?

57 What is the role of an interviewer?

58. What to do before the interview?

59. What to do after the interview?

60. Finding background information?

61. What is meant by introducing?

**Five marks questions**:

1. What are the factors determining news value?

2. Define printing presses and explain the activity presses.

3. Describe the role of press in India.

4. Write the categories of newspaper?

5. How the news should be to the reader?

6. Explain source of news

7. Explain news agencies

8. What is the major source of information for a journalist?

9. The role of interviews in journalism?

10. The ethics and codes followed by an interviewer?

11. What are the various kinds of reporting?

12. Write a short note on depth reporting.

13. Write a short note on good critic.

14. What are the different types of lead?

**Ten mark questions:**

1. Write an essay on editing.

2. Write an essay on reporting.

3. What are the various kinds of reporting? Explain.

4. Explain the role of interview.

5. What is the difference between new and feature.

6. What are the functions and responsibilities of a Sub-editor?

7. Write an essay on investigative reporting and interpretative reporting.

**UNIT -3**

**Two Mark Questions:**

1. What is the electronic instrument?

2. What is VDTs?

3. What is the merit of television journalism?

4. How the computer used by editor?

5. What are the merits by using electronics?

6. What are the demerits by using electronics?

7. What is electronic media?

8. What is the use of electronic in today‘s journalism?

9. What is radio program?

10. What are the items need in radio?

11. What are the types of radio program?

12. What is All India Radio in radio?

13. Give any past radio program?

14. What is Indian broadcasting?

15. Who is first controller of broad casting?

16. What is mean by AIR?

17. What is the merit of television journalism?

18. Give opinion about ‘VIVIDH BHARATHI’.

19. What is the difference between a scheduled recording and a recording job?

20. What is meant by yellow journalism?

21. Can you legally record telephone calls or radio chatter?

22. What is the different between a transmission fluid, filter change and a flush?

23. Give examples of uses in Broadcasting?

24. What is meant by news Broadcasting?

25. What does it mean when a transmission is “slipping”?

26. What causes an automatic transmission to slip?

27. What is radio recording?

28. What is transmission and receiving technologies?

29. What are the different types of TV programmes?

30. What are the uses of TV programmes?

31. What are the problems for a telecaster?

32. What is the role of a telecaster?

33. Give opinion about adventurous stories?

34. What is the importance of TV programmes?

35. Give opinion about reality shows?

36. What kind of theme which is used mostly in the TV programmes?

37. How TV programmes develop your creativity?

38. Give any TV programmes which you like most?

39. What is the role of recording?

40. What is the transmission?

41. What is the importance function of a transmission?

42. What are the things that will interest the recording?

43. What are the parts of a recording in journalism?

44. What is meant recording transmission?

45. Define alternative journalism?

46. What is media?

47. Give two examples of digital media?

48. What is local media?

49. What is public media?

**Five Mark Questions:**

1. Explain how computer is used in journalism?

2. Write the merits and demerits of electronic media.

3. Development of radio program.

4. Indian broad casting in early years.

5. Explain AIR.

6. Explain AIR after independence.

7. AIR in the late 1990.

8. Write a short note on recording.

9. Write a short note on transmission.

10. What are the ethics of media?

11. What are the uses of the radio recording?

12. What are the uses of receiving technological and transmission?

13. What are the advantages and disadvantages of TV programmes?

14. Which kind of TV programmes easily attracts the audience? Explain?

15. What are the uses of TV programmes?

16. Give some essential qualifications of receiving technologies.

**Ten Mark Questions**:

1. Write an essay on the criteria of a good receiving technological in television.

2. Discuss the process of recording transmission & receiving technologies in radio

3. Bring out the transmission receiving technologies in television..

4. Bring out of merits and demerits of television journalism.

5. Write an essay on radio journalism?

6. What are the growth and development of TV journalism?

**UNIT-4**

**Two Mark Questions**

1. What is Electronic Media?

2. Write any three advantages of Electronic Media?

3. What are the three phases of Tamil cinema?

4. Explain CBFC.

5. Write a short note on film magazines.

6. What are the merits of cinema?

7. What is lead?

8. Which films do you like most?

9. What is photo journalism?

10. Which movie first released in India?

11. In Which year cinema was introduced?

12. How did cinema reach to the people?

13. Which kind of cinema gets many awards?

14. What are the struggles faced by the director before they completing a movie?

15. What do you think about commercial cinema?

16. What is the meaning of pre-production?

17. What is the meaning of post-production?

18. What are the developments of production process of cinema?

19. What is the planning of production process of cinema?

20. What are the various types of production and operating roles?

21. What is the process of video & TV production?

22. What is effect of cinema on society?

23. What is impact of cinema?

24. How audience use and incorporate cinema in their daily lives?

25. What are the three terms of cinema in journalism?

26. What is an Internet?

27. What is the need of Internet?

28. How Internet used in online Reservation?

29. Give any two merits of Internet.

30. Give any two Demerits of Internet.

31. What is the benefit of net-banking?

32. How Internet used in Journalism?

33. What is mosaic?

34. What is LAN?

35. Which of the following language is used to write animation and games in browse?

36. What is Defence data Network?

37. What is Alias?

38. What is DEC.net?

39. What is anonymous FTP?

40. What is mean by application in internet?

41. What are the applications in Internet?

42. What are the types of application in internet?

43. What is the purpose to use the application in internet?

44. What is meant by Internet based broadcasting?

45. Define Internet based broadcasting?

46. How to use Internet based broadcasting?

47. What is the code for Broad casting?

**Five Mark Questions:**

1. Write a short on internet.

2. Write the history of media.

3. What are the characteristics of documentary films?

4. What are the usages of internet?

5. What is the difference between old and new cinema?

6. What is the merits and demerits of cinema?

7. Write the origin of cinema?

8. What is the impact of cinema on society?

9. How cinemas change the characters of the people?

10. Write about broadcasting corporations of India?

11. What are the advantages and disadvantages of Internet?

12. Write a short on internet based broadcasting?

13. What are the merits of internet?

14. What are the demerits of Internet?

15. Write a note on potential Internet?

16. What is the code for commercial broadcasting?

17. What is the text of act on Autonomy to Broadcasting media?

**Ten Mark Questions:**

1. Explain Video and T.V production?

2. Explain post production process of cinema?

3. Write elaborately about the production of cinema?

3. Write elaborately about the production of process development in cinema.

4. Explain the potential of Internet?

5. Explain the features of Internet?

6. How the Internet takes important role in the world?

7. Difference between impact and effect on cinema in society

8. Explain the effects of cinema on society?

9. Attempt an essay on the future of Web journalism.

10. Discuss the role of internet and e-mail in journalism

**UNIT-5**

**Two Mark Questions:**

1. What is advertisement?

2. What is the purpose of advertisement?

3. What is the main reason for advertisement?

4. Why the people attracted by the advertisement?

5. What are the types of advertisement?

6. What is the role of advertising?

7. What was your favourite advertisement?

9. Write the two types of commercial advertisement?

10. What is advertising department?

11. What is meant by DAVP?

12. Write the DAVP maintain media lists.

13. What are the advertising media?

14. What are the different types of advertising?

15. What are the benefits of advertising campaigns?

16. Given your opinion about advertisement.

17. What is the direct response of advertisement?

18. What is final advertisement?

19. What is designing?

20. What are the different types of advertising agencies?

21. How to spread the advertisement to all over the world?

22. What is page-makeup?

23. What is the planning of advertising?

24. How to make a good relationship to the people by advertisement?

25. What is the origin and development of advertisement?

26. What is the structure of advertisement?

**Five Mark Questions:**

1. What are the uses of advertisement?

2. How did advertisements become famous?

3. What is the role of advertisement?

4. Define advertising agencies association

5. What are the functions of advertising agency??

6. What is the guideline for selection of advertisement agencies?

7. What are the codes of self regulation in advertising?

8. Write a short note on new advertisement policy.

9. Write a short note on advertising planning.

10. Write a short note on freelance journalism.

**Ten Mark Questions:**

1. Describe about the format and structure of advertisement.

2. What are the merits and demerits of advertisement?

3. How do make good relations to people by advertisement?

4. What are the different types of advertising agencies?

5. What are the origin and development of advertising?

6. Explain the ethics and codes followed by an interviewer while interviewing.

7. Explain the various departments in the newspaper advertisement

8. Write an essay on Photo journalism

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