

Total Number of Questions : 21

Time : 2.00 Hours

Max. Marks : 100

1. What are the distinctions between participatory communication and conventional top-down communication in the context of development projects ?  
(3 Marks)
2. What is the relationship between intrapersonal and interpersonal communication ? How they interact with each other ? Explain.  
(4 Marks)
3. What is the journalistic feature and how feature writing is different from the news writing ? Discuss.  
(4 Marks)
4. Discuss the role of media literacy in fighting the spread of fake news.  
(4 Marks)
5. How defamation cases especially Strategic Lawsuits Against Public Participation (SLAPP) cases are impacting the investigative reporting ? Analyse.  
(4 Marks)
6. Explain the differences and similarities between the "two-way asymmetric model" and the "two-way symmetric model" in the context of public relations. Provide real-world examples to illustrate their applications and effectiveness.  
(4 Marks)
7. What are the key components of an effective public health campaign ?  
(4 Marks)
8. How did podcasting change the content landscape compared to traditional radio ?  
(4 Marks)
9. How do social identity and context influence communication accommodation ?  
(4 Marks)
10. Do you think that the consumption of Online News has impacted on the access of Print Newspapers in India ? Illustrate it with circulation and audience screen time of Online Media.  
(4 Marks)
11. Explain about the issues of raising scientific temper in the age of misinformation and disinformation by Social Media – Justify your arguments on Online Media Contents and propagation of Pseudo-Science.  
(4 Marks)
12. Investigate the evolving role of the PR practitioner as a gatekeeper in the digital age. How has the digital landscape and the abundance of information available online impacted the gatekeeping function ? Discuss the challenges of managing information flow and credibility in this context.  
(5 Marks)
13. How do branding elements like brand name, logos, slogans, and taglines contribute to the success of advertising campaigns ? Give examples from iconic brands.  
(5 Marks)
14. How do various advertising appeals leverage psychological and emotional factors in connecting with target audiences, with real-world campaign examples ?  
(5 Marks)
15. "Objectivity in journalism is a myth as it's impossible for any individual journalist to be objective." Discuss the statement while explaining the concept of objectivity in journalism.  
(6 Marks)

240/23

16. "The freedom of speech and expression also includes right to offend, shock and disturb." Discuss the statement. (6 Marks)
17. Investigate the role of market segmentation, target market selection, and market positioning in advertising and marketing communication. How do these concepts help organizations effectively reach and engage their intended audiences? Provide case studies or examples to illustrate the strategic application of these principles in advertising campaigns. (6 Marks)
18. How does the thematic structure of a documentary impact its audience's comprehension and retention of information? (6 Marks)
19. How media literacy plays an important role in strengthening public commitment to media democracy? (6 Marks)
20. How will be the storytelling of authors redefined by artificial intelligence of Media? Argue about the content ownership and original creativity of Humans. (6 Marks)
21. How does technical communication differ from science communication? Elucidate the challenges of dissemination of accurate technology information. (6 Marks)