

MANONMANIAM SUNDARANAR UNIVERSITY
DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION
INTERNAL ASSIGNMENT

M.A. JOURNALISM AND MASS COMMUNICATION

SEMESTER III

NAME OF THE COURSE : Advertising and Public Relations (SJMM31)

- 1. (a)** Discuss the influence of advertising on consumer behavior in contemporary markets. Analyze the psychological techniques used in persuasive advertising, including emotional appeals, celebrity endorsements, and subliminal messaging.

(OR)

(b) Examine the role of public relations in managing corporate crises. Provide examples of successful and unsuccessful PR strategies used during crises, and suggest improvements based on PR theories.

- 2. (a)** Compare the effectiveness of traditional advertising mediums (TV, print, radio) with digital advertising (social media, influencer marketing, programmatic ads). Highlight the benefits and challenges of each.

(OR)

(b) Explore James Grunig's two-way symmetrical model of PR. Discuss how this model has influenced modern public relations practices and evaluate its effectiveness in fostering ethical communication between organizations and the public.

NAME OF THE COURSE : Critical Media Literacy (SJMM32)

1. **(a)** Critically analyze how media ownership structures affect the content and objectivity of news reporting. Include examples from conglomerate-owned media and independent outlets.

(OR)

(b) Examine the representation of marginalized groups (such as racial minorities, LGBTQ+ communities, or people with disabilities) in mainstream media. Analyze whether these representations challenge or reinforce stereotypes.

2. **(a)** Compare and contrast traditional media literacy with critical media literacy. Discuss how critical media literacy goes beyond understanding media texts to include awareness of power, ideology, and media manipulation.

(OR)

(b) Using Louis Althusser's concept of Ideological State Apparatuses (ISAs), analyze how media functions as a tool for ideological dissemination. Provide examples of how media influences societal values and beliefs.

NAME OF THE COURSE : New Media Studies (SJMM33)

1. **(a)** Analyze the impact of participatory culture on the creation and dissemination of media content in the digital age.

(OR)

(b) Discuss the implications of Web 3.0 technologies for data privacy and user autonomy. How is this shaping the future of new media?

2. **(a)** Examine how the convergence of media platforms has affected traditional media industries like journalism and television.

(OR)

(b) Explore the concept of digital activism. How has new media enabled social movements and influenced political discourse?

NAME OF THE COURSE : Audio Production (SJME31)

1. **(a)** Discuss the importance of sound design in creating immersive audio experiences. How does it affect audience engagement?
(OR)
(b) Compare the processes of audio production for radio, podcasting, and film. What are the key differences in terms of tools and techniques?
2. **(a)** Analyze the role of audio mastering in the final production phase. Why is it critical for achieving professional sound quality?
(OR)
(b) Explore the ethical considerations in audio production, particularly in terms of copyright, fair use, and remix culture.

NAME OF THE COURSE : Audience Engagement and Media Analytics (SJMS31)

1. **(a)** Explain the nature and importance of audience engagement in digital media. How platform analytics tools and dashboards help measure and sustain audience engagement in Journalism? Use examples from social media platform..
(OR)
(b) Discuss how Twitter Analytics can be used to track audience sentiment for news stories. Illustrate with an example of how search analytics can help understand interests and intentions in news media.
2. **(a)** Define and explain the concept of sentiment analysis in journalism. How does it help in analyzing posts and comments, and what tools can be used for this purpose ? Provide examples.
(OR)
(b) Discuss the role of big data and natural language processing in news analytics. How do tools like Event Registry and Google Books in Gram assist in monitoring and analyzing news?