

31064

M.A. DEGREE EXAMINATION, OCTOBER 2015.

THIRD SEMESTER

Journalism and Mass Communication

Paper IV — TRADITIONAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Yakshagana
2. Jamukula katha
3. Herikatha
4. Burrakatha
5. Tourism promotion through folk media
6. Folk media as change agent
7. Tolu Bommalatalu
8. Traditional Media and social relevance.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. What are the various traditional folk formats in India?

Or

10. With the advent of New Media Technology folk media is neglected. Discuss.

11. Explain the importance of Traditional Media in Communication.

Or

12. Explain the differences between traditional Media and Electronic media.

13. Identify atleast two ways in which traditional media can be used for the benefit of society.

Or

14. Television is less intimate than traditional media. Discuss.

15. Which are the four basic kinds of puppets and how are they used?

Or

16. Imagine that you are doing a street theatre performance to spread awareness about a social issue. Mention any four characteristics of street theatre which will help you to convey your message to the audience effectively.

