

(DJ 01 (NR))

ASSIGNMENT - 1, DEC - 2016.

M. A. (PREVIOUS) FIRST YEAR DEGREE

JOURNALISM AND MASS COMMUNICATION

**Paper - I : INTRODUCTION TO COMMUNICATION AND
HISTORY OF JOURNALISM**

Maximum : 30 MARKS

All questions carry equal marks

- 1) State the nature and scope of communication.
 - 2) Explain the trend in new media technology.
 - 3) Discuss the growth of mass media.
 - 4) What is the significance of mass media?
 - 5) Critically examine Os good and Schramm model of communication.
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ASSIGNMENT - 2, DEC - 2016.

M. A. (PREVIOUS) FIRST YEAR DEGREE

JOURNALISM AND MASS COMMUNICATION

**Paper - I : INTRODUCTION TO COMMUNICATION AND
HISTORY OF JOURNALISM**

Maximum : 30 MARKS

All questions carry equal marks

- 1) Elucidate any one theory of communication which is known to you.
 - 2) Enumerate the contribution of Hickey to Journalism.
 - 3) Review the early Journalism in India.
 - 4) Describe the coverage of Krishna Patrika.
 - 5) Give an account of coverage of regional newspaper.
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JOURNALISM AND MASS COMMUNICATION

Paper - II : REPORTING AND EDITING

Maximum : 30 MARKS

All questions carry equal marks

- 1) Explain different kinds of leads.
 - 2) State the skills required for reporting.
 - 3) What are the considerations in editorial writing?
 - 4) How do you conduct investigative reporting.
 - 5) Enumerate the functions of newspaper staff.
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JOURNALISM AND MASS COMMUNICATION

Paper - II : REPORTING AND EDITING

Maximum : 30 MARKS

All questions carry equal marks

- 1) Bring out the working of UNI.
 - 2) Describe the fundamentals followed in editing.
 - 3) Give an account of Jargon of editing.
 - 4) Explain the steps involved in photo offset printing.
 - 5) Elucidate the phases involved in desktop publishing.
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JOURNALISM AND MASS COMMUNICATION

Paper - III : PUBLIC RELATIONS AND ADVERTISING

Maximum : 30 MARKS

All questions carry equal marks

- 1)** Explain the stages involved in public relations.
 - 2)** State the role of public relations.
 - 3)** Describe website as an public relations tool.
 - 4)** Elucidate the significance of posters and open house in public relations.
 - 5)** Give an account of Public relations in software industry.
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Paper - III : PUBLIC RELATIONS AND ADVERTISING

Maximum : 30 MARKS

All questions carry equal marks

- 1)** How are media relations in India?
 - 2)** Enumerate the economic aspects of advertising.
 - 3)** Bring out the structure of advertising agency.
 - 4)** What are the elements of advertising?
 - 5)** State the considerations in the preparation of advertising copy.
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Paper - IV : RADIO AND TELEVISION PRODUCTION

Maximum : 30 MARKS

All questions carry equal marks

- 1) What are the features of TV and Radio.
 - 2) State the landmarks in the growth of TV
 - 3) How do you record documentary in a radio?
 - 4) Explain the recording of news and talks in radio.
 - 5) Elucidate the classification of shots.
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JOURNALISM AND MASS COMMUNICATION

Paper - IV : RADIO AND TELEVISION PRODUCTION

Maximum : 30 MARKS

All questions carry equal marks

- 1)** Describe the functions of sound effects.
 - 2)** Examine the working of I and B Ministry.
 - 3)** Elucidate the organizational structure of radio.
 - 4)** Explain the provisions of Law of Defamation.
 - 5)** Examine the law relating to freedom of speech.
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Paper - V : MEDIA LAW AND ETHICS

Maximum : 30 MARKS

All questions carry equal marks

- 1) What are the Directive Principles of State policy.
 - 2) State the legislative privileges relating to media.
 - 3) Explain the disadvantages of Right to Information Act.
 - 4) Enumerate the salient features of copyright Act.
 - 5) Analyse the provisions of Prasar Bharathi Act.
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JOURNALISM AND MASS COMMUNICATION

Paper - V : MEDIA LAW AND ETHICS

Maximum : 30 MARKS

All questions carry equal marks

- 1) How are satellite regulations implemented?
 - 2) Examine the working of PCI.
 - 3) Elucidate the working of Press council.
 - 4) Elucidate ethical issues related to ownership of media.
 - 5) Make out arguments for and against independence of media.
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