

(DJ01)

**ASSIGNMENT-1
M.A DEGREE EXAMINATION, DEC. - 2017**

(First Year)

JOURNALISM AND MASS COMMUNICATION

Introduction to Communication & History of Journalism

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Discuss various kinds of communication.
- Q2)* Explain the relevance of traditional media.
- Q3)* Discuss the importance of source credibility.
- Q4)* Explain in detail two step flow of communication.
- Q5)* Discuss the characteristics of print media.

(DJ01)

**ASSIGNMENT-2
M.A DEGREE EXAMINATION, DEC. - 2017**

(First Year)

JOURNALISM AND MASS COMMUNICATION

Introduction to Communication & History of Journalism

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Explain the development of new media.
- Q2)* Discuss about early journalism in India.
- Q3)* Explain the contribution of Raja Ram Mohan Roy
- Q4)* Discuss the major trends in telugu journalism.
- Q5)* Explain the contribution of regional news papers.



(DJ02)

ASSIGNMENT-1
M.A. DEGREE EXAMINATION, DECEMBER - 2017
(First Year)

JOURNALISM AND MASS COMMUNICATION

Reporting and Editing

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Define news and discuss its values.
- Q2)* Explain various kinds of leads.
- Q3)* Discuss principles of editorial writing.
- Q4)* Explain interview techniques.
- Q5)* Discuss the status of news agencies in India.

(DJ02)

ASSIGNMENT-2
M.A. DEGREE EXAMINATION, DECEMBER - 2017
(First Year)

JOURNALISM AND MASS COMMUNICATION

Reporting and Editing

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Narrate newspaper hierarchy.
- Q2)* What are the fundamentals of editing?
- Q3)* Discuss kinds of headlines.
- Q4)* What do you know about off set printing.
- Q5)* Explain about the use of technology in newspapers.



(DJ03)

ASSIGNMENT-1
M.A. DEGREE EXAMINATION, DECEMBER - 2017
(First Year)

JOURNALISM AND MASS COMMUNICATION

Public Relations and Advertising

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Discuss the stages of Public Relations.
- Q2)* Distinguish between publicity and propaganda.
- Q3)* Identify the tools of Public Relations.
- Q4)* Discuss the modalities of Press Conference.
- Q5)* Explain Media Relations as PR activity.

(DJ03)

ASSIGNMENT-2
M.A. DEGREE EXAMINATION, DECEMBER - 2017
(First Year)

JOURNALISM AND MASS COMMUNICATION

Public Relations and Advertising

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Discuss about Public Relations in Government sector.
- Q2)* Explain the ethical aspects of Advertising.
- Q3)* Make a note on classification of advertising.
- Q4)* What are the elements of Advertising.
- Q5)* Identify the stages in campaign planning.



(DJ04)

**ASSIGNMENT-1
M.A DEGREE EXAMINATION, DEC. - 2017**

(First Year)

JOURNALISM AND MASS COMMUNICATION

Radio and Television Production

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Discuss the characteristics of Radio.
- Q2)* Explain the growth of Television in India.
- Q3)* Identify various types of Radio programmes.
- Q4)* How does radio discussions are organized.
- Q5)* Write the techniques of Television production.

(DJ04)

**ASSIGNMENT-2
M.A DEGREE EXAMINATION, DEC. - 2017**

(First Year)

JOURNALISM AND MASS COMMUNICATION

Radio and Television Production

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* What are the elements of video production.
- Q2)* Explain organizational structure of Radio.
- Q3)* Discuss about field publicity and films divisions.
- Q4)* Explain about changes in electronic media.
- Q5)* Discuss in detail about media globalization.



(DJ05)

**ASSIGNMENT-1
M.A DEGREE EXAMINATION, DEC. - 2017**

(First Year)

JOURNALISM AND MASS COMMUNICATION

Media Law and Ethics

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Narrate the limitations of freedom of the press.
- Q2)* Explain directive principles of constitution.
- Q3)* Discuss about law of defamation with examples.
- Q4)* Explain about copy right act.
- Q5)* Examine Prasar bharathi act.

(DJ05)

**ASSIGNMENT-2
M.A DEGREE EXAMINATION, DEC. - 2017**

(First Year)

JOURNALISM AND MASS COMMUNICATION

Media Law and Ethics

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Discuss cinematography act.
- Q2)* Analyse the functions of press council of India.
- Q3)* Discuss Indian broadcasting code.
- Q4)* Make a note on media accountability.
- Q5)* Explain yellow journalism cite examples.

