

# **ASSIGNMENT-1**

**(PGDJ01)**

**P.G. DIPLOMA DEGREE EXAMINATION, DEC – 2017  
JOURNALISM AND MASS COMMUNICATION**

**Intro. To Communication and History of Journalism**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* Identify various kinds of communication.
- Q2)* Discuss about new media technology.
- Q3)* Explain press theories with examples.
- Q4)* Discuss the concepts of mass communication.
- Q5)* Explain Osgood and Schramm model of communication.

## ASSIGNMENT-2

(PGDJ01)

**P.G. DIPLOMA DEGREE EXAMINATION, DEC – 2017  
JOURNALISM AND MASS COMMUNICATION**

**Intro. To Communication and History of Journalism**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

*Q1)* Discuss the purpose of models.

*Q2)* Explain the contribution of Mahatma Gandhi to Indian Journalism.

*Q3)* Make a note on early Journalism in India.

*Q4)* “Eenadu has changed the face of Journalism” comment.

*Q5)* Discuss the major trends in Telugu Journalism.

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# **ASSIGNMENT-1**

**(PGDJ02)**

**PG DIPLOMA DEGREE EXAMINATION, DEC – 2017**

**Journalism and Mass Communication**

**REPORTING AND EDITING**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* What are the sources of news?
- Q2)* Discuss about the structure of a news story.
- Q3)* Explain Interviewing techniques.
- Q4)* Discuss about the importance of photographs in news papers.
- Q5)* Explain the duties of an Editor.

## **ASSIGNMENT-2**

**(PGDJ02)**

**PG DIPLOMA DEGREE EXAMINATION, DEC – 2017**

**Journalism and Mass Communication**

**REPORTING AND EDITING**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

*Q1)* Discuss the status of news agencies in India .

*Q2)* Explain the techniques of editing a feature.

*Q3)* Discuss about kinds of headlines.

*Q4)* Give a detailed note on Desk Top publishing.

*Q5)* Analyses the use of technology in news papers.

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# **ASSIGNMENT-1**

**(PGDJ03)**

**PG DIPLOMA DEGREE EXAMINATION, DEC – 2017**

**JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* Define public relations and explain its nature.
- Q2)* Discuss the four stages of public relations.
- Q3)* Identify various tools of public relations.
- Q4)* Prepare a model press release.
- Q5)* Explain the media relations in public relations.

## **ASSIGNMENT-2**

**(PGDJ03)**

**PG DIPLOMA DEGREE EXAMINATION, DEC – 2017  
JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

*Q1)* Discuss the role of public relations in government. .

*Q2)* Explain the ethical aspects of advertising.

*Q3)* Discuss about classification of advertising.

*Q4)* Explain advertising planning.

*Q5)* Discuss about various kinds of ad. copy.

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# **ASSIGNMENT-1**

**(PGDJ04)**

**PG DIPLOMA DEGREE EXAMINATION, DEC. – 2017**

**JOURNALISM AND MASS COMMUNICATION**

**Radio and Television Production**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* Discuss the characteristics of television.
- Q2)* Make a note on media globalization in India.
- Q3)* Explain different types of radio programmes.
- Q4)* Discuss the stages of radio programme production.
- Q5)* How does television interview is made?

## **ASSIGNMENT-2**

**(PGDJ04)**

**PG DIPLOMA DEGREE EXAMINATION, DEC. – 2017**

**JOURNALISM AND MASS COMMUNICATION**

**Radio and Television Production**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* Identify elements of video production.
- Q2)* Explain about organizational structure of television.
- Q3)* Discuss the role of PIB and field publicity.
- Q4)* Give a detailed note on law of defamation.
- Q5)* Discuss about Prasar Bharathi.

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**ASSIGNMENT-1 (PGDJ 05)**  
**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**  
**JOURNALISM AND MASS COMMUNICATION**  
**Media Law and Ethics**  
**MAXIMUM MARKS-30**  
**ANSWER ALL QUESTIONS**

- Q1)* Explain directive principles of constitution.
- Q2)* Discuss about Parliamentary privileges.
- Q3)* Critically analyse law of defamation.
- Q4)* Make a note on Right to Information Act.
- Q5)* Discuss about Prasar Bharathi Act.

**ASSIGNMENT-2 (PGDJ 05)**

**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

**JOURNALISM AND MASS COMMUNICATION**

**Media Law and Ethics**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* Explain about satellite regulations in India.
- Q2)* Enlist the recommendations of first press commission.
- Q3)* What do you know about cyber laws?
- Q4)* Analyse sensationalism and its impact on society.
- Q5)* Make a note on accountability and independence of Media.

