

(401JM21)

**ASSIGNMENT – 1
M.A. DEGREE EXAMINATION, FEB./MARCH - 2024**

FOURTH SEMESTER

MA (Journalism and Mass communication)

Paper – 1 - DEVELOPMENT COMMUNICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. What is Development Communication.
2. Trace the problems and issues of Development in India.
3. Development Journalism bring issues to light effectively. Analyse.
4. Indian press is known for elaborate development reporting.
5. Write about the significance of Development support Communication.

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ASSIGNMENT – 2
M.A. DEGREE EXAMINATION, FEB./MARCH - 2024

FOURTH SEMESTER

MA (Journalism and Mass communication)

Paper – 1 - DEVELOPMENT COMMUNICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. How does Development Communication support health promotion? Discuss.
2. Environmental problems can be disseminated effectively by participatory Communication.
3. Folk media can help development. Analyse.
4. Explain the role of Development Communication in Third world.
5. Trace the activities of UNDP in Development Communication

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ASSIGNMENT – 1
M.A. DEGREE EXAMINATION, FEB./MARCH - 2024
FOURTH SEMESTER

MA (Journalism and Mass communication)

PAPER II — ADVERTISING

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. Discuss the various types of advertisements?
2. Elaborate the various phases of advertising?
3. Define ad campaign planning and discuss steps in ad campaign planning?
4. What is media plan and discuss the importance of media selection?
5. Write about legal aspects of advertising?

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ASSIGNMENT – 2
M.A. DEGREE EXAMINATION, FEB./MARCH - 2024

FOURTH SEMESTER

MA (Journalism and Mass communication)

PAPER II — ADVERTISING

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. Explain the Advertising policy?
2. Give a detailed note on measuring advertising effectiveness?
3. What is visualization and principles of ad copy designing
4. Discuss on recall test and recognition test?
5. Write about problems of measuring advertising effectiveness?

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MA (Journalism and Mass communication)

Paper – III - ENVIRONMENTAL AND SCIENCE COMMUNICATION

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Describe the environmental movements in India?

(b) Discuss whether Indian media is lagging behind in providing environmental information coverage.
2. (a) Elucidate the international efforts on climate change.

(b) Explain about environmental laws and give some case studies.
3. (a) What is green marketing? Explain with case studies.

(b) Dose mainstream media engage in news framing when covering environmental issue?

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ASSIGNMENT – 2
M.A. DEGREE EXAMINATION, FEB./MARCH - 2024
FOURTH SEMESTER

MA (Journalism and Mass communication)

Paper – III - ENVIRONMENTAL AND SCIENCE COMMUNICATION

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Explain the status of Science Communication in India?

(b) Elucidate the key elements in science Communication.

2. (a) What are the tips to follow while writing science news for newspapers and TV.

(b) Write short notes on the following.
 - (i) Environmental advocacy (ii) Corporate Campaign

 - (iii) Earth summits (iv) Citizen Communication

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FOURTH SEMESTER

MA (Journalism and Mass communication)

Paper – IV – NEW MEDIA

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. Define new media. Explain does how it differ from conventional media.
2. Identify the importance of opportunities of New media
3. What is a Newsgroup? Explain the functions of news groups.
4. Search engines help in browsing internet effectively. Explain their operation.
5. How digital story telling does differ from the story telling of traditional media?

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M.A. DEGREE EXAMINATION, FEB./MARCH - 2024
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MA (Journalism and Mass communication)

Paper – IV – NEW MEDIA

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. Content generation for new media demands certain skills. Explain them.
2. Digital photography revolutionized the visual appeal in media. Discuss its importance.
3. Video design is an interesting aspect of new media. Analyse its contribution in social media.
4. Differentiate between SEO and SEM in new media.
5. What is organic search? How does it differ from Paid Search?