

## MEDIA MANGEMENT

COURSE: BJMC Vth Sem.

Assignment No: 01

Due Date of Submission: 10 Nov. 2016

Instructions:

- Write the responses to the assignment in your own handwriting.
- Submit the responses to your HOD with in the due date.
- Write your Name, Programme & Enrolment No. Clearly at the top of the page.

Question: 01

(a) What is Media Management and explain the importance of Media Management?

(b) What do you understand Ownership and explain the types of Ownership patterns in media?

Question: 02

(a) Explain the Media Houses? Write a note on any two Media Houses?

(b) Explain the role of democracy in the Present era?

## NEW MEDIA AND ONLINE JOURNALISM

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Question: 01

- (a) Write a short note on introduction to New Media.
- (b) Explain the Characteristics and technologies of New Media.

Question: 02

- (a) Definition and characteristics of online journalism.
- (b) Write the short note on the following-
  - (i) Blogs
  - (ii) Video blogging

## COMMUNICATION RESEARCH

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Question: 01

- (a) Write the meaning and nature of research and types of research.
- (b) Describe the areas of communication research.

Question: 02

- (a) What is hypothesis and its importance in research?
- (b) What is sampling and describe the types of sampling?