

THEORIES OF MASS COMMUNICATION

COURSE: MAJMC 111

Assignment No: 02

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 Mass Communication and explain the functions of Mass Communication?
- (b) What do you understand Models & define the SMCR Model?

Question: 02

- (a) What is Indian Media Policy?
- (b) Explain the Development & Democratic Participant Theory.

GROWTH & DEVELOPMENT OF MASS MEDIA

COURSE: MAJMC 114

Assignment No: 02

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) Explain the Television as a medium of Mass Communication?
- (b) Write a short note on Community Radio.

Question: 02

- (a) Explain the organizational structure of Prasar Bharti.
- (b) Write the short note on the following –
 - (i) Gyanvani
 - (ii) Educational Media

PRINT MEDIA-I (REPORTING)

Course-MAJMC/PGDJMC 1ST Sem

Assignment-2

Due date of submission- 10-11-2016

Instructions

1. Write the responses to the assignment in your own hand writing.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme and Enrollment No. clearly at the top of the page.

1.(a) Write the various sources of News.

(b) Explain the Lead writing and kinds of Lead in News.

2.(a) Describe the News Style and the language of News writing.

(b) Write a short note on the following-

(i) Riot

(ii) Science and City life

PRINT MEDIA-II

Course-MAJMC/PGDJMC 1st Sem

Assignment-2

Due date of submission- 10-11-2016

Instructions

1. Write the responses to the assignment in your own hand writing.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme and Enrollment No. clearly at the top of the page.

1.(a) Describe the principles of page make-up and designing.

(b) Write a short note on planning the front page and the inside pages.

2.(a) Write a short note on the following-

- (i) Designing Magazine Pages
- (ii) Editing and new technology

(b) Describe the Concept of photo journalism.