

THEORIES OF MASS COMMUNICATION

COURSE: MAJMC 111 /PGDJMC

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 Communication and explain the process of Communication?
- (b) What do you understand Media and explain the types of Media?

Question: 02

- (a) Explain the Elements of Communication?
- (b) What is difference between Communication & Mass Communication?

PRINT MEDIA-I (REPORTING)

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Question: 01

- (a) Write the concept of news and its elements.
- (b) Write the structure of news report and ethical aspects of news.

Question: 02

- (a) Write the short note on the following-
 - (i) Press conference
 - (ii) Press release
- (b) What is interview and their purpose and techniques?

PRINT MEDIA-II (EDITING)

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Question: 01

- (a) Explain the fundamentals of Copy Editing.
- (b) Describe the recent trends in Printing Technology.

Question: 02

- (a) Write a short note on Editorial Staff pattern and Hierarchy.
- (b) Write Roles and responsibilities of News Editor and Sub-Editor in Newspaper.

GROWTH & DEVELOPMENT OF MASS MEDIA

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Question: 01

- (a) Explain the brief introduction of Communication in India?
- (b) What do you understand print media? Explain the characteristics of print media?

Question: 02

- (a) Write a note on origin of Newspapers in India.
- (b) What is printing and define the Printing Technology?