

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48901PR: PUBLIC RELATIONS**

**[Max. Marks: 15
[Min. Marks: 06**

Assignment – I

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
3. If it is necessary to quote from any source, give the correct reference.
4. Use your own foolscap pages for writing the assignments.
5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.
7. Only hand written scripts are accepted. Printouts are not accepted.

Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. What do you mean by publics in public relations? Identify publics for an organisation known to you or for which you are working.
2. Identify any two PR agencies and write about their activities. (Use Internet)

Section – B

**Answer any One of the following questions in about 20 lines
Each question carries 05 marks.**

1. Describe the organizational set up of Telangana State PR department.
2. Write a note on the digital tools for public relations.

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2018-19 Batch

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**[Max. Marks: 15
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Assignment – II

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Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. Describe the Western public relations models with applications.
2. Explain the major areas of corporate public relations.

Section – B

**Answer any One of the following questions in about 20 lines
Each question carries 05 marks.**

1. Write a press note on Yadadri Temple inauguration.
2. What is CSR? Identify at least five CSR activities of various organisations. (Use Internet)

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL COMMUNICATION**

**[Max. Marks: 15
[Min. Marks: 06**

Assignment – I

Note:

1. Do not copy the answers directly from any of the books.
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Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. How communication can help participation of rural people in development schemes?
2. Define extension communication? What is its nature?

Section – B

**Answer any One of the following questions in about 20 lines
Each question carries 05 marks.**

1. What are the media relevant to reach rural audience?
2. Is Gandhian rural development model relevant today?

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M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL COMMUNICATION**

**[Max. Marks: 15
[Min. Marks: 06**

Assignment – II

Note:

1. Do not copy the answers directly from any of the books.
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Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. Discuss any case study of rural development and role of communication in it.
2. What are the problems of rural development today?

Section – B

**Answer any One of the following questions in about 20 lines
Each question carries 05 marks.**

1. Discuss the role of NGOs in rural development.
2. How self help groups are transforming rural villages?

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48903CR: COMMUNICATION RESEARCH (QUALITATIVE)**

**[Max. Marks: 15
[Min. Marks: 06**

Assignment – I

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Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. Distinguish between quantitative research and qualitative research.
2. Identify a case study research and write a review.

Section – B

**Answer any One of the following questions in about 20 lines
Each question carries 05 marks.**

1. What are the different types of qualitative data? Give examples.
2. What are the similarities and differences in qualitative and quantitative research report?

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FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48903CRQ: COMMUNICATION RESEARCH (QUALITATIVE)

[Max. Marks: 15
[Min. Marks: 06

Assignment – II

Note:

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Section – A

Answer any One of the following questions in about 40 lines
Each question carries 10 marks.

1. Prepare 15 questions for a focus group interview to study use of social media by youth.
2. Prepare research plan to study coverage of environment news in two dailies.

Section – B

Answer any One of the following questions in about 20 lines
Each question carries 05 marks.

1. What overt and covert participant observation? When do you use it?
2. Identify an experimental research and write a review. (Use Internet)

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
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M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48904ML: MEDIA LITERACY**

**[Max. Marks: 15
[Min. Marks: 06**

Assignment – I

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Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. Explain the need for media literacy.
2. Discuss the relationship between media and society.

Section – B

**Answer any One of the following questions in about 20 lines
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1. What are the various tools of media literacy?
2. Explain the various aspects of developing media literacy.

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MAJMC48904ML: MEDIA LITERACY**

**[Max. Marks: 15
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Assignment – II

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Section – A

**Answer any One of the following questions in about 40 lines
Each question carries 10 marks.**

1. Make a case for media literacy in today's context.
2. Why do you think media literacy should also focus on new media?

Section – B

**Answer any One of the following questions in about 20 lines
Each question carries 05 marks.**

1. Discuss the process of message generation in mass media.
2. Write a note on media and democracy.

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