

DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. FIRST YEAR – SEMESTER - I
Subject: Journalism and Mass Communication
Course - 1: Basics of Communication and Journalism

[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.

Section – A

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

1. Describe the concept, nature and basic elements of Communication.
2. Explain the functions, role and scope of Journalism.

Section – B

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

1. What is Group Communication?
2. Explain the functions of mass communication.

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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. Explain the barriers to communication.
2. "Comment is free - facts are sacred". - Discuss.

Section – B

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

1. Describe the 7C's of communication.
2. Explain the 'watch dog role' of Press.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. FIRST YEAR – SEMESTER - I
Subject: Journalism and Mass Communication
Course - 2: Communication Theories

[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 Shannon and Weaver model communication.
2. Describe the Hypodermic Needle or Bullet theory of communication.

Section – B

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

1. Explain the concept of mass society and information society.
2. Describe the media scene in India

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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. Discuss the Normative theories of communication.
2. Explain the four theories of the Press.

Section – B

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

1. Gerbner's model of communication.
2. Everett Roger's diffusion of innovation theory.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. FIRST YEAR – SEMESTER - I
Subject: Journalism and Mass Communication
Course - 3: History of Media

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

Assignment – I

Note:

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6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

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

1. Explain the forms of traditional folk media.
2. Describe the genesis and growth of broadcasting media.

Section – B

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

1. Explain the role of Press in the freedom struggle.
2. Mobile Journalism (Mojo)

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M.A. FIRST YEAR – SEMESTER - I
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Course - 3: History of Media

[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. Explain the observations and recommendations of First and Second Press Commissions.
2. Describe the growth of Film Organizations.

Section – B

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

1. Explain the traditional media of communication.
2. Eminent journalists of Telugu region.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. FIRST YEAR – SEMESTER - I
Subject: Journalism and Mass Communication
Course - 4: Writing and Reporting for Media

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

Assignment – I

Note:

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Section – A

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

1. "Writing is rock foundation of Journalism" - Discuss.
2. Why investigate reporting is a distinct form of reporting.

Section – B

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

1. Explain the use of Journalistic jargon.
2. Crime reporting.

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M.A. FIRST YEAR – SEMESTER - I
Subject: Journalism and Mass Communication
Course - 4: Writing and Reporting for Media

[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. Explain the types of news sources.
2. Describe the Television programme formats.

Section – B

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

1. What are the tools for writing?
2. What is Features? Discuss the structure of Features.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. FIRST YEAR – SEMESTER - I
Subject: Journalism and Mass Communication
Course - 5: Broadcast Media

[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. Discuss the trends in Radio broadcasting.
2. Explain the product equipment of television technology.

Section – B

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

1. Explain the radio programme production.
2. Describe the TV news editing.

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Subject: Journalism and Mass Communication
Course - 5: Broadcast Media

[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. Explain in detailed about the Broadcasting Corporation of India (Prasar Bharati).
2. Describe the techniques of field production of news channel.

Section – B

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

1. Radio Studio.
2. Explain the shooting script of production of a motion picture.

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