

2019-20 Batch  
03-03-2021

**DR. B.R. AMBEDKAR OPEN UNIVERSITY  
FACULTY OF SOCIAL SCIENCES  
M.A. I YEAR – SEMESTER - II  
Subject: Journalism and Mass Communication  
MAJMC28901MLE: Media Laws and Ethics**

**[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. Explain the Freedom of Speech and Expression in India, and its nature..
2. Describe the concept of Contempt of Court and its relevance to mass media.

**Section – B**

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

1. Yellow Journalism.
2. Discuss various approaches to Press Sociology.

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**MAJMC28901MLE: Media Laws and Ethics**

**[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 detail the concept of social justice.
2. Describe the norms of Investigative Journalism.

**Section – B**

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

1. Discuss in detail the Cinematography Act.
2. Explain the intellectual property rights and the Copyright Act, 1957.

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**M.A. I YEAR – SEMESTER - II**  
**Subject: Journalism and Mass Communication**  
**MAJMC28902EM: Editing 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. Describe the editorial department in the newspaper.
2. Explain about Television News process and different copy formats..

**Section – B**

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

1. What are the main characteristics of the Desktop Publishing program.
2. What are the tools of editing?

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**MAJMC28902EM: Editing for Media**

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

**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 role played by language in writing and why accuracy is treated as a key Element..
2. Describe the editorial policy.

**Section – B**

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

1. Give a detailed introduction of typography.
2. Explain the functions of the headline.

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**M.A. I YEAR – SEMESTER - II**  
**Subject: Journalism and Mass Communication**  
**MAJMC28903BJP: Broadcast Journalism Practice**

**[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. Discuss the functional dimensions of Television journalism.
2. Explain the qualities and functions of radio correspondent?

**Section – B**

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

1. Describe the unique features of television as an audio visual medium and the guidelines for script writing for news..
2. Explain the qualities and responsibilities of Radio Jockey..

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**MAJMC28903BJP: Broadcast Journalism Practice**

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

**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. What is the importance of television as a mass medium? Discuss its limitations and relative appeal.
2. Explain the special audience programmes telecast by various television channels.

**Section – B**

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

1. Explain the sound elements and soundscapes and their importance in radio programmes..
2. What is live? Explain the use of OB vans and DSNG vans in live broadcasting with an example.

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**M.A. I YEAR – SEMESTER - II**  
**Subject: Journalism and Mass Communication**  
**MAJMC28904INM: ICT and New 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. Describe the operation of the internet and world wide web.
2. How do information gaps in society lead to Digital Divide? Explain.

**Section – B**

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

1. Explain the factors involved in Digital Journalism.
2. Social media is a powerful tool of communication. Explain.

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**MAJMC28904INM: ICT and New Media**

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

**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. Define the vital issues of information Society.
2. Explain the process involved in designing a website

**Section – B**

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

1. Describe modern Wireless Communication Systems.
2. What is the concept of Global Village?

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**M.A. I YEAR – SEMESTER - II**  
**Subject: Journalism and Mass Communication**  
**MAJMC28905MM: Media Management**

**[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 major forms of ownership of media in India.
2. Describe the financial and strategic management in media.

**Section – B**

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

1. Explain the media entrepreneurship.
2. Indian Information Service.

# # #

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**MAJMC28905MM: Media Management**

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

**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 structure and functions of major departments of a newspaper organization.
2. Explain the significance of modern i.e., International Paper sizes and write short notes on A Series, B Series and C Series.

**Section – B**

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

1. Define and differentiate the terms globalization and glocalization.
2. What is the principle of gravure printing process? Draw a sketch.

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