

**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 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.
7. Only handwritten 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? What are the various types of publics? Give relevant examples.
2. Talk to a person who is involved in public relations activity for a company or government or politician. Compare his functions with the functions mentioned in your course material.

Section – B

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

1. Distinguish corporate image and corporate identity.
2. Social media as a tool of PR.

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2019-20 Batch

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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 in detail the steps involved in PR process.
2. How do you prepare for organising a media conference?

Section – B

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

1. Financial Public Relations
2. Crisis Communication

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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 – 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. Explain the structure of the extension network in India?
2. Describe the features of the village social system known to you.

Section – B

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

1. Village Chhatera Project
2. Training and Visit System

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Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL COMMUNICATION**

**[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. Talk to a farmer and identify his information needs. Which media/source is catering to his needs?
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. Gandhian Development.
2. Deccan Development Society.

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2019-20 Batch

**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. From the internet find a content analysis study of media and identify its population, sampling technique, constructing categories, unit of analysis and its coding.
2. Identify a longitudinal study of media from the internet. Write a review mentioning its design, tools, sample, objectives and findings.

Section – B

**Answer any One of the following questions in about 20 lines
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1. What are the strengths and weaknesses of the interview method?
2. What are the publication ethics?

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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. Talk to 10 to 15 women and find out why they are using social media. Write a report and mention the questions you have prepared. (refer to Uses and Gratifications Theory in Communication theory course)
2. From the internet, identify an experimental study. Mention the type of design, population, sample, objectives and findings.

Section – B

**Answer any One of the following questions in about 20 lines
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1. What are the various dimensions of research ethics?
2. What are the steps involved in a content analysis study?

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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. Discuss the dimensions of media literacy.
2. What are the skills required to assess news content?

Section – B

**Answer any One of the following questions in about 20 lines
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1. What are the subfields of media literacy?
2. How do you interpret commercial messages?

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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. Media literacy is much more important today than it was five years ago. Discuss.
2. What tools are available to become a media literate person?

Section – B

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

1. Discuss the message generation process in media?
2. What are the trends in media literacy?