

2020-21 Batch
03-03-22021

DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
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. Explain the difference between interpersonal communication and group communication.
2. Discuss advocacy role of media.

Section – B

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

1. Explain the need for communication in relation to India.
2. Describe the concepts of information and knowledge society.

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M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course –1: Basics of Communication and Journalism

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

Assignment – II

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 Concept and Nature of Communication, its Importance.
2. Describe the interactive communication, its scope and characteristics.

Section – B

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

1. What are the Guidelines for Effective Communication?
2. Explain the phenomenon of information revolution.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 2: Communication Theories

[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.
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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 Western models of communication.
2. Discuss the social learning theory.

Section – B

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

1. Elaborate on the Neo Marxist approach.
2. Explain Daniel Lerner's Model of Communication.

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M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 2: Communication Theories

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

Assignment – II

Note:

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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 Limited Affects Theories.
2. Describe the theory of Mass media effects and Society.

Section – B

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

1. Gerbner's Model.
2. Analyse the theory of 'Medium is the Message'.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 3: History of Media

[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.
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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 role played by folk arts in communication strategies.
2. Explain the milestones of television history in India.

Section – B

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

1. Describe the growth of periodical and criticism press.
2. Explain the eminent Journalists of Telugu language.

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FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 3: History of Media

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

Assignment – II

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.
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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 communication methods in Medieval and Modern India.
2. Discuss the regional cinema history of India.

Section – B

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

1. Explain rigid press laws under British Rule.
2. Describe the changing role of editors.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 4: Writing and Reporting for Media

[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.
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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 importance of grammar, spelling and vocabulary in effecting writing.
2. Discuss the techniques of writing a Radio script.

Section – B

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

1. Explain the forms of Writing.
2. Describe the writing process and style of 'Features'.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 4: Writing and Reporting for Media

[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. Describe the types of news sources.
2. Explain the techniques of Interview.

Section – B

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

1. Discuss the style and techniques of writing.
2. Advocacy Reporting.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 5: Broadcast Media

[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.
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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. Define communication policy and its importance in giving direction to the process of development and change.
2. Explain the functions of news personnel and methods of news gathering.

Section – B

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

1. Explain development broadcasting
2. Discuss the script writing, outline, treatment and visualization

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FACULTY OF SOCIAL SCIENCES
M.A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
Course – 5: Broadcast Media

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

Assignment – II

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. Describe the structure of broadcast studio.
2. Explain the process of filmmaking

Section – B

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

1. Describe the techniques of digital television broadcasting.
2. Write a note on the process of TV news editing.

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