

**Batch 2020-21**

**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 salient features of Indian Constitution.
2. Talk to any journalists known to you and write how Working Journalist Act is being implemented.

**Section – B**

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

1. Role and functions of Press Council of India need a relook. Discuss.
2. Explain with examples how the press can safeguard Human Rights.

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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. Discuss various Acts relevant to reporters' work.
2. Explain ethical aspects relating to publication of photographs in newspapers.

**Section – B**

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

1. What you understand the concepts equality and social justice?
2. Describe the role of journalism in socio-cultural change in India.

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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:**

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. A good sub-editor can be a successful reporter, but a good reporter may not be a successful sub-editor. Discuss.
2. Select some photos published in a newspaper of your choice, comment on their photo cropping and caption writing.

**Section – B**

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

1. A news to be edited (English)
2. What are the principles of page make up? Take print out of two front pages of any paper - good and other not so good.

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**MAJMC28902EM: Editing 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. What is integration of copy? When is it necessary? Give examples. Identify two integrated stories and attach with comments
2. What is editorial set up. Talk to a journalist about any newspaper set up. Compare it with set up as mentioned in course material.

**Section – B**

**Answer any One of the following questions in about 20 lines**  
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1. What is the importance style for a newspaper? Give examples how it helps.
2. What are the principles of headline writing.

# # #

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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**

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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 characteristics, role and scope of broadcast journalism in the Indian context.
2. Write a film review on any recent film of your choice.

**Section – B**

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

1. Discuss the impact of social media on television medium with special reference to news..
2. Discuss the recent trends in film medium.

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**MAJMC28903BJP: Broadcast Journalism Practice**

**[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. Explain various formats of radio programmes with examples from AIR Hyderabad.
2. Describe the importance of a television as tool of socio-economic development.

**Section – B**

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

1. Discuss the importance of radio as a means of communication.
2. Explain the forms of writing for television.

# # #

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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. Explain the role of information in society.
2. Discuss the impact of new media on folk media.

**Section – B**

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

1. Discuss the impact of ICTs on our day- to-day lives.
2. Explain how to use internet as a tool for data gathering.

# # #

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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. Describe Alvin Toffler's views on the three revolutions.
2. Analyse the concepts of search engines, web servers and web databases. .

**Section – B**

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

1. Explain about the development of digital technology.
2. Discuss various types of social networking sites.

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**Subject: Journalism and Mass Communication**  
**MAJMC28905MM: Media Management**

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

**Assignment – I**

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5. Leave sufficient margins for the comments of the evaluator.
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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 problems faced by the TV media industry.
2. Talk to a television journalist known to you and describe TV organisational structure.

**Section – B**

**Answer any One of the following questions in about 20 lines**  
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1. Discuss the role and functions of I& PR in State Government.
2. How is screen printing different from other major printing processes.

# # #

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**MAJMC28905MM: Media Management**

**[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 media units of Ministry of Information and Broadcasting.
2. Analyse functions of circulation department of a newspaper organisation. What is its importance?

**Section – B**

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

1. Discuss the media entrepreneurial scenario in India.
2. Write a note on Indian and foreign news agencies.

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