

2022-24 and previous batches

**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. Describe the elements of communication with the help of a model.
2. What are the factors which influence the effectiveness of communication? How to do you overcome them?

Section – B

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

1. What are listening skills? List out the factors influence listening skills.
2. What is information society? Describe its characteristics.

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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. Define mass communication and explain its unique characteristics.
2. What do you mean by de-massification of media? Identity the factors responsible for it?
What are the implications of de-massification for newspapers?

Section – B

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

1. Discuss in brief the functions of journalism.
2. What are the sources of pressures for the press?

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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:

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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 development media theory. Do you think it is practiced in developing countries?
2. Discuss the contribution of Marshal McLuhan to communication theory.

Section – B

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

1. Discuss the importance of communication models.
2. What are the various approaches to development communication?

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[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 are the four theories of press? Are they relevant today? Substantiate your answer.
2. How do the media play an important role in society according to the critical theories of mass communication?

Section – B

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

1. Elaborate the concepts of mass society and information society.
2. Explain Agenda setting theory.

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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:

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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 role of the press in social reform movement. Is it performing the same role in contemporary society?
2. Analyse the factors responsible for growth of language press in India.

Section – B

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

1. Write a short note on the India' first newspaper.
2. What are the important recommendations of the first press commission?

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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. Discuss the unique characteristics of newspapers during the pre-independence days.
2. Talk to a few journalists known to you and describe the impact of technology (including social media) on journalism.

Section – B

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

1. Briefly explain the major milestones in the history of television in India.
2. How the press was regulated during the British regime? Compare it with today's scenario.

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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:

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Section – A

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

1. “Journalistic Writing is distinct from other forms of Writing” - Discuss.
2. Describe the guidelines for investigative reporting.

Section – B

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

1. Explain the techniques of interview.
2. Distinguish between radio script and television script.

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Subject: Journalism and Mass Communication
Course – 4: Writing and Reporting 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. “Writing is rock foundation of journalism” – Discuss.
2. Explain the writing process and style of feature.

Section – B

Answer any One of the following questions in about 20 lines
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1. “Right to Information (RTI)” a major source of news. Discuss.
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

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Section – A

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

1. Explain how technology is influencing the broadcasting media in India?
2. What are the different radio programme formats? Give examples for each one from AIR Hyderabad station.

Section – B

Answer any One of the following questions in about 20 lines
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1. What factors do you keep in mind while writing script for radio?
2. Describe the characteristics of film medium.

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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. Describe the structure of a typical television news channel.
2. Who are television crew? Describe their functions.

Section – B

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

1. What are the characteristics of radio as a mass medium?
2. Discuss the impact of technology on cinema.

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