

**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 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. Discuss the importance of research in public relations.
2. Explain the three systems of public relations practice.

Section – B

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

1. Describe the professional association of public relations. Add a note and their contribution to PR.
2. Discuss the Code of professional ethics in public relations.

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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. “PR Manager is Both an Advocate and an Ethical Counselor” - Discuss.
2. Analyze the impact of globalization on Public Relations.

Section – B

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

1. Explain the basic principles of public relations.
2. Identify the importance of public relations in private sector.

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2021-23 Batch

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL COMMUNICATION**

[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 any case study of communication role in rural development.
2. Explain how politics influence the process of rural development?

Section – B

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

1. Discuss the role of community media in rural development.
2. Explain the role of Panchayati Raj institutions in rural development

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M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL COMMUNICATION**

[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. Identify the key ways in which communication can help to promote participation in development schemes.
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. Discuss the role of NGOs in rural development.
2. Discuss the impact of SITE on targeted audience.

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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. Design an experimental research to assess the impact of TSAT Programmes on aspirants of Government jobs.
2. Prepare a detailed research plan to study health news in any two daily newspapers. Give details of categories, coding and sample.

Section – B

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

1. Write in detail any four methods of qualitative research. Add a note on their strengths and weaknesses.
2. Explain with examples, various types of survey research.

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M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48903CRQ: COMMUNICATION RESEARCH (QUALITATIVE)**

**[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 survey research method. Explain its importance.
2. What is content analysis? Explain the need, importance and use of content analysis in media research?

Section – B

**Answer any One of the following questions in about 20 lines
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1. Discuss advantages and disadvantages of case study.
2. Give a brief account of different types of qualitative research methods.

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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. Explain the types of effects in media literacy.
2. “Media has the power to influence individual beliefs, attitudes, and behaviours”. – Discuss.

Section – B

**Answer any One of the following questions in about 20 lines
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1. Describe the effects of new media on society.
2. Explain how you become news media literate person.

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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 related to semiotics which is an important part of social life. – Discuss.
2. Analyze the role of media in the society.

Section – B

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

1. What are the factions which influence media effect?
2. “Media is the reflection of our society” – Justify your answer.

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