

UNIVERSITY CENTER FOR DISTANCE LEARNING (UCDL)

CHAUDHARY DEVILAL UNIVERSITY, SIRSA

FROM THE ACADEMIC SESSION 2016-2017

BMC-1st Year

BM-08 Assignment-1

Introduction to Communication

Max. Marks: 10

Note: Do any five

1. Define Scope of communication.
2. Discuss the barrier of communication.
3. Write about seven c's of communication.
4. Difference between intrapersonal and interpersonal communication.
5. Define the Gerbner Model and New Comb. Model.
6. Explain the bullet theory.
7. Write a note on two-step flow theory.
8. Differentiate the communication and mass communication.

Assignment-2

Max. Marks :10

Note: Do any five

1. Define the Dance model.
2. What is selective exposure and selective perception?
3. Explain the process of communication.
4. What is the need of communication in life?
5. Discuss any five elements of communication.
6. What is group communication?
7. Define the SMR Model.
8. Explain the uses and gratification theory.

BMC-1st Year

BM-09 Assignment-1

Reporting & Editing

Max. Marks: 10

Note: Do any five

1. Explain all types of reporting.
2. Define news value and news sources.
3. What are the qualities of reporter?
4. Write an essay on film reporting.
5. What is 5WIH pattern?
6. Write a note on inverted pyramid style of writing.
7. Discuss on principles of reporting.
8. What is editing?

Assignment-2

Max. Marks: 10

Note: Do any five

1. Explain terms: date line, by line, dead line.
2. Explain the set up of reporting staff.
3. Discuss the Functions of editorial staff.
4. What are the qualities of a good Editor?
5. What is news flow?
6. Describe the copy management.
7. Explain the structure of news.
8. What are the duties of media person?

BMC-1st Year

BM-10 Assignment-1

History of Mass Media

Max. Marks: 10

Note: Do any five

1. Explain the history and development of printing technology in India.
2. Write the history of journalism in India.
3. Explain the historical development of press in India after Independence.
4. Write about The tribune newspaper and Statesman newspaper.
5. What is Parsar Bharti? Explain its responsibilities and functions.
6. Write a note on Raja Ram Mohan Roy as journalist.
7. Explain the history of Radio in India.
8. Write a note on press council.

Assignment-2

Max. Marks:10

1. Explain the contribution of Dr B. R. Ambedakar to journalism in India.
2. Explain the contribution of Ganesh Shankar Vidhyarthi to Hindi Journalism.
3. What are the recommendations of second press commissions?
4. What is community Radio? Explain its Functions.
5. Explain the historical development of Indian Hindi cinema.
6. Write a note on development of journalism in Haryana.
7. What is DTH?
8. Write notes on:
(a) Media Convergence (b) Social Media

BMC- 1ST YEAR

BM-11 Assignment-1

Public Relations

Max. Marks: 10

Note: Do any five

1. Public Relation is an art or science. Discuss in detail.
2. Describe the tools of public relations.
3. Public Relations is fast emerging in India as an important profession. Discuss.
4. Write a note on growth of public relations in India.
5. Is public relation a management function? Discuss PR as a management discipline.
6. What is the difference between publicity and advertising?
7. What is the difference between public relations and advertising?
8. Compare the PR function in govt. sector and private sector.

Assignment-2

Max. Marks :10

Note: Do any five

1. What are the essential qualities required for an efficient public relations officer?
2. Discuss the role of PR in private sector.
3. What are the duties and responsibilities of a public relations officer?
4. What is the difference between internal public and external public in PR?
5. Discuss the code of ethics in public relations.
6. Write a note on PR in crisis.
7. What is the role of advertising in public relation?
8. Write a note on PR IN Film industry.

BM-12 Assignment - 1

General English

Note: Do any five

- Q.1 What is the Present tense? Describe it with examples?
- Q.2 Write down some Articles?
- Q.3 What is the Preposition? Give some examples
- Q.4 Write an application for Scholarship.
- Q.5 Write a paragraph on Joint Family System.
- Q.6 What is the synonym? Explain with the help of Ten Examples.
- Q.7 What is the narration?
- Q.8 Change this in Passive voice-
He is going to Temple every Monday
He works hard.
They watch Cricket match.

BM-12 Assignment - 11

General English

Note: Do any five

- Q.1 What is the Future tense? Describe it with examples.
- Q.2 What are the modal auxiliaries?
- Q.3 What do you mean by Narration?
- Q.4 Write an application of urgent work?
- Q.5 Write a paragraph on Environment Pollution?
- Q.6 What are the Antonyms? Explain with the help of ten Examples.
- Q.7 Define definite Article with example?
- Q.8 Change the Voice
 - 1. Work Hard.
 - 2. She is going to School.