

**UNIVERSITY CENTER FOR DISTANCE LEARNING (UCDL)
CHAUDHARY DEVILAL UNIVERSITY, SIRSA
FROM THE ACADEMIC SESSION 2016-2017
PGDMC/MA MASS COMMUNICATION-1st YEAR**

JM-12 Assignment-1

Introduction to mass communication

Note: Do any five

Max.Marks:10

1. Discuss in detail the elements of communication.
2. Define communication and its various types.
3. Write the functions of communication with suitable examples.
4. Write down the concept of encoding and decoding in the process of communication.
5. Critically examine Dance's helical model.
6. Write a note on the Shannon & Weaver model.
7. Discuss the Marshal McLuhan's theory of Media classification.
8. What is Mass communication?

Assignment-2

Note: Do any five

Max.Marks:10

1. What are the characteristics of human communication? Discuss.
2. Write a note on history of communication.
3. Discuss in detail the concept of contextual structural meanings.
4. What is importance of communication in human life?
5. What do you know about the typology of audience? Discuss.
6. Discuss cultural norm theory.
7. Write a note on normative theory.
8. What is the role of media in the process of socialization? Explain.

JM-13 Assignment-1

Print Journalism

Note: Do any five

Max.Marks:10

1. What is history of press in India before independence?
2. Discuss the scope of print journalism in India.
3. What are the different types of headlines of a news story?
4. What are the current trends of Indian press?
5. Write a note on news agency.
6. What is importance of interpretative and investigative reporting?
7. What is political reporting?
8. Write a note on editorial

Assignment-2

Note: Do any five

Max.Marks:10

1. What is the structure of a newspaper organization?
2. Write a note on elements of news.
3. What is the difference between investigative reporting and development reporting?
4. What are different types of illustrations used in a newspaper?
5. Explain the graphic communication.
6. Write in detail about page makeup types and principles.
7. Write a note on nose for news.
8. What is art of typography?

JM-14 Assignment-1

Media Law and Ethics

Note: Do any five

Max.Marks:10

1. Discuss the nature and principles of constitution of India.
2. How right to information act is helpful for journalist?
3. What is contempt of court?
4. Explain the social responsibility of media.
5. Discuss the fundamental rights of journalist.
6. Discuss the copy right act, 1867.
7. Critically examine the role of film censorship board in India.
8. Write a note on press registration book act, 1867.

Assignment-2

Note: Do any five

Max.Marks:10

1. Discuss the role and responsibility of the newspaper editors.
2. What is importance of code of ethics in media?
3. Explain the code of ethics of new media.
4. What is the need of media laws in current scenario?
5. Critically examine the role of official secrets act, 1923.
6. Comment on freedom of speech and expression.
7. What are the social liabilities of media?
8. Write a note on parsar bharti.

JM-15 Assignment-1
Advertising and Public Relations

Note: Do any five

Max.Marks:10

1. What impact does advertising play in society and social behavior?
2. What is the difference between advertising and public relations?
3. What is the difference between publicity and propaganda?
4. Explain the functions of PR.
5. Explain any two methods to measure the ad effectiveness.
6. Write a note on marketing mix.
7. What are the different appeals of advertising?
8. What is creativity?

Assignment-2

Note: Do any five

Max.Marks:10

1. Write an ad copy for radio on any product of your choice.
2. What are the qualities of a good public relations officer?
3. In PR what types of tools we used with media?
4. Write down various types of advertising.
5. What is PR and functions of PR?
6. Give the working definitions of advertising.
7. Write a note on media mix.
8. What is PR campaign?

JM-16 Assignment-1
COMMUNICATION SKILLS

Note: Do any five

Max.Marks:10

1. What are communication barriers? Discuss various barriers of effective communication.
2. What do you understand by communication skills?
3. What is non verbal communication? Discuss the various types of non verbal communication.
4. Write a note on different types of interviews.
5. What do you mean by written communication?
6. Comment on power point presentation.
7. Write a detailed note on the various aspects of body language.
8. What do you understand by creative writing?

Assignment-2

Note: Do any five

Max.Marks:10

1. What are audio-visual aids? Explain the advantages and disadvantages of audio-visual aids.
2. Write a note on photo feature.
3. What is resume? Describe its contents with illustrations.
4. What are the essential of business letter? Discuss at least two of them.
5. What are small group communication techniques?
6. Write a note on group discussion.
7. Describe about dress code.
8. What is caption writing?

