

BA General – 1st year (2016-2017)

Assignment - I

Introduction to Mass Media

Note: Do any five

- Q.1 What is importance of Communication for human beings?
- Q.2 What do you understand by the term right to communication?
- Q.3 Write a detail note on Development Communication Theory.
- Q.4 What is the relevance of Social Responsibility Theory?
- Q.5 What is basic difference between Communication and Mass Communication?
- Q.6 Describe the various tools of Mass Communication.
- Q.7 What is the social impact of Mass Communication?
- Q.8 What is News Agency?

Assignment - II

Introduction to Mass Media

Note: Do any five

- Q.1 How Communication has made revolution in the society?
- Q.2 What are the qualities of good Communicator?
- Q.3 Write an essay on Press and Democracy?
- Q.4 What is basic difference between Libertarian and Social Responsibility theory?
- Q.5 Write an essay on Indian Cinema?
- Q.6 Write a note on History of Communication?
- Q.7 How Media is helpful in process of development?
- Q.8 Write a short note on any two.
 - a) PTI
 - b) UNI
 - c) AP

BA General – 2nd year (2016-2017)

B.A. 2nd Year Communication Tools Assignment-I

Note: Do any five

- Q.1 Write a brief note on specialized Journalism.
- Q.2 Discuss the nature and scope of Print Media in a country like India.
- Q.3 Write a note on History of All India Radio.
- Q.4 Write a detailed note on Traditional folk media.
- Q.5 Do you think that Media act as catalyst agent for social change?
- Q.6 Discuss the tools of Reporting.
- Q.7 Define the concept of e-paper.
- Q.8 Discuss role of media in the process of National Integration.

B.A. 2nd Year Communication Tools Assignment-II

Note: Do any five

- Q.1 Write a note on demerits of Electronic Media.
- Q.2 Write down the brief history of FM Radio.
- Q.3 Do you think that Community Radio plays an important role in process of Rural development?
- Q.4 Write a note on folk media.
- Q.5 Do you think that advertisement is the backbone of media industry?
- Q.6 Write a note on specialized reporting.
- Q.7 What are the qualities of Photo Journalist?
- Q.8 Write a note on sources of News.

2016-2017
BA GEN Mass Communication - 3rd Year
Assignment -1

Note : Write a short note any Five

- Reporting
- Creativity
- Radio Jingle
- Slogan Writing
- DTP
- Free Lancing
- News Analysis
- Journalism

Assignment -2

Note : Write a short note any Five

- Backgrounder
- Article Writing
- TV Commercials
- News
- Editing
- Editorial
- Peace to Camera
- Headlines