

UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA
(From the Academic Session 2019-20)

MA(JMC) 1st Semester

SUBJECT : INTRODUCTION TO COMMUNICATION (MJM01)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Cultivation Theory
 - b) 7C's of communication
 - c) Harold Laswell's Model
 - d) Uses & gratification theory
 - e) Barriers to communication
 - f) Helical model

Unit - I

2. Explain the role of communication in our lives. Discuss the functions of communication.

Or

What are the elements of communication? Explain their importance.

Unit - II

3. How does Osgood model explain the flow of communication? Discuss in detail.

Or

Discuss the salient features of Dance's Helical model of communication.

4. Discuss the relevance of Bullet theory with respect to the effect of media on our society

Or

How does Uses and gratification theory explain the position of media in our lives?

Unit - IV

5. How does media affect children? Discuss in detail.

Or

Do you think media works for social upliftment? Share your views.

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MA(JMC) 1st Semester

SUBJECT: INTRODUCTION TO COMMUNICATION (MJM01)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Typology of audience
 - b) Agenda setting theory
 - c) Wilbur Schramm Model
 - d) Functions of communication
 - e) Gate keeping model
 - f) Bullet theory

Unit - I

2. Differentiate between verbal and non-verbal communication.

Or

Discuss the process of communication. Why is communication important?

Unit - II

3. Shed light on salient features of Dance's Helical model.

Or

How does George Gerbner's model explain the process of communication?

Unit - III

4. Explain Two-step and multistep flow theory.

Or

Discuss Cultivation theory in today's perspective.

Unit - IV

5. Do you think media plays any role in preserving culture? Discuss..

Or

How can media play a role in reframing society constructively?

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MA(JMC) 1st Semester

SUBJECT: CURRENT AFFAIRS AND GENERAL STUDIES (MJM02)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) UNO
 - b) Neighbouring countries of India
 - c) Federal System
 - d) Globalization and India
 - e) Powers of Members of Parliament
 - f) Important historical events of India

Unit - I

2. Discuss in detail the parliamentary system of democracy.

Or

What fundamental duties are assigned to every citizen of India?

Unit - II

3. Write in detail about Panchayati Raj institution in India.

Or

Do you think that the privileges given to Parliament members are appropriate?
Discuss your opinion.

Unit - III

4. Write a note on cultural diversity of India.

Or

Briefly discuss about the various political systems of the world

Unit - IV

5. What are the salient features of Indian Foreign policy?

Or

Write a note on any two of the recent political events of national importance.

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MA(JMC) 1st Semester

SUBJECT: CURRENT AFFAIRS AND GENERAL STUDIES (MJM02)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Electoral process
 - b) SAARC
 - c) Economic environment of India
 - d) Legislative procedure in India
 - e) Unitary system
 - f) Commonwealth group

Unit - I

2. Write a note on directive principles of state policy.

Or

What are the fundamental rights of an Indian citizen? Do they empower him truly?

Unit - II

3. How does Indian judiciary system work? Discuss in detail.

Or

How are Panchayati Raj institutions constituted? Shed light.

Unit - III

4. What makes Indian culture incredible? Discuss.

Or

How has globalisation affected Indian market scenario?

Unit - IV

5. What kind of relationship does India have with its neighbouring countries?

Or

Which events of international importance have affected our country in the recent times? Discuss any two of them.

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MA(JMC) 1st Semester

SUBJECT: INTRODUCTION TO MEDIA (MJM03)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) FM culture in India
 - b) Indian news agencies
 - c) Role of radio in agriculture communication
 - d) Privatisation of TV channels in India
 - e) Cinema as a means of mass communication
 - f) Media demassification

Unit - I

2. How has Indian press got changed post independence period?

Or

Write a note on the penetration of International news agencies in India.

Unit - II

3. How has privatization of Radio affected Radio growth and development?

Or

Through what phases has Radio acquired its current status in India?

Unit - III

4. Write a note on the organisational structure of TV industry.

Or

Do you think that privatisation of TV channels has influenced Indians' life style? Discuss.

Unit - IV

5. Write a note on the characteristic features of Hindi Cinema.

Or

How has Haryanavi Cinema established itself? Write a note on its current status.

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MA(JMC) 1st Semester

SUBJECT: INTRODUCTION TO MEDIA (MJM03)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) International news agencies in India
 - b) Development of Radio in India
 - c) Private Radio systems
 - d) Organizational structure of TV industry
 - e) Status of Haryanavi Cinema
 - f) Status of Indian press before independence

Unit - I

2. What is the management and ownership pattern of Press in India?

Or

What is the role of Indian News agencies in the news gathering process?

Unit - II

3. Write a note on the historical evolution of Radio.

Or

FM culture has emerged as a new lifeline for Radio. Discuss.

Unit - III

4. Write a note on the news value of Public TV channels in India.

Or

Critically analyse the difference of presentation between Public & Private TV channels in India.

Unit - IV

5. Do you think that Cinema has the power of influencing the masses? Discuss.

Or

Through what phases has Cinema reached its present status in India?

UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)
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MA(JMC) 1st Semester

PRINT MEDIA (REPORTING AND EDITING) (MJM04)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Proof reading
 - b) Citizen journalism
 - c) Duties of a sub-editor
 - d) Tools of reporting
 - e) Photo caption
 - f) Specialized reporting

Unit - I

2. What duties and responsibilities are the attribute of a reporter?

Or

How is reporting for print media different from electronic media reporting?

Unit - II

3. Write a detailed note on the structure of reporting staff in newspaper.

Or

Put light on different types of reporting.

Unit - III

4. Why is editing considered important in Journalism?

Or

How has technology changed the face of editing?

Unit - IV

5. What is the structure of editorial staff in newspapers?

Or

Discuss in detail the content of editorial page in newspapers.

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MA(JMC) 1st Semester

SUBJECT: PRINT MEDIA (REPORTING AND EDITING) (MJM04)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Headlines of newspaper
 - b) Photo editing
 - c) Free lancing
 - d) News gathering
 - e) Structure of a news story
 - f) New trends in editing

Unit - I

2. What is understood by the term news value? Why is it important?

Or

Reporting for electronic media seeks special talent. Discuss.

Unit - II

3. Citizen journalism has empowered a common man with the power of expression. Share your opinion on it

Or

What are the duties and responsibilities of a Bureau chief of a newspaper?

Unit - III

4. What are the principles of editing?

Or

Why is proof-reading important? Shed light.

Unit - IV

5. Write a note on the role of a sub-editor in a newspaper office

Or

Discuss the types and importance of a lead story.

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MA(JMC) 1st Semester

SUBJECT: ECONOMIC JOURNALISM (MJM05)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Major business journals in India
 - b) Current issues in Indian economy
 - c) Investigative reporting
 - d) Tools for business journalists
 - e) Current issues in Indian economy
 - f) Status of business journalism in India

Unit - I

2. How has the style of business journalism changed over the years?

Or

Discuss the global scenario of Business journalism.

Unit - II

3. What are the challenges of corporate sector reporting? Discuss.

Or

Write an analytical news article on any prominent recent economic issue of India.

Unit - III

4. What are the duties and responsibilities of a Business Journalist?

Or

Discuss the scope of Business Journalism in a developing economy.

Unit – IV

5. What do you mean by Corporate social responsibility? What is its status in India?

Or

How has the emergence of social media changed the face of Business Journalism?

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MA(JMC) 1st Semester

SUBJECT: ECONOMIC JOURNALISM (MJM05)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Latest trends in Business Journalism
 - b) Interpretative reporting
 - c) Writing skills for business journalists
 - d) Prominent business journalists of India
 - e) Challenges for business journalists
 - f) Corporate social responsibility

Unit - I

2. What makes business journalism important in a developing economy like India?

Or

What is the status of Business journalism in India?

Unit - II

3. How has the journey of evolution of Business journalism been in India?

Or

What is in-depth reporting? Discuss in relevance with business news.

Unit - III

4. What are the tools of reporting for a business news reporter?

Or

What makes business journalism different from mainstream journalism?

Unit - IV

5. What major issues is Indian economy fighting with currently? Discuss.

Or

How do you rate Television as a medium for Business journalism? Share your opinion.

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MA(JMC) 1st Semester

SUBJECT: SCIENCE AND ENVIRONMENTAL JOURNALISM (MJM06)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Scientific outlook
 - b) Environmental TV channels
 - c) Global warming
 - d) Prominent science magazines
 - e) Challenges in environment reporting
 - f) Air pollution

Unit - I

2. How has globalisation changed the attitude of people towards scientific thinking?
Or
What makes science journalism an important branch of mainstream journalism?

Unit - II

3. How can Science and technology be employed for social development?
Or
How can Science journalism act as an aide in popularizing science and technology?

Unit - III

4. Do you think that Science and environmental issues get enough coverage in our newspapers?
Or
Can Environmental TV channels change the mindsets of people constructively with the help of their presentations?

Unit - IV

5. How can rural audiences acquire scientific outlook? Discuss.
Or
What is meant by Solid Waste Management? Discuss in detail.

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MA(JMC) 1st Semester

SUBJECT: SCIENCE AND ENVIRONMENTAL JOURNALISM (MJM06)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Technology for social change
 - b) Afforestation
 - c) Environmental TV channels
 - d) Need of Science reporting
 - e) Science feature
 - f) Different genres of scientific writing

Unit - I

2. What is meant by scientific temperament? Discuss its importance.

Or

What kind of challenges does a science journalist face?

Unit - II

3. What are the benefits of promoting scientific outlook?

Or

How do science fiction stories promote scientific outlook?

Unit - III

4. How are science fiction news stories different from other news stories? Explain.

Or

Write a note on media management for science journalism.

Unit - IV

5. What kind of training is sought for science communicators? Why is it required?

Or

Write a note on any two of the major environmental issues on our planet.

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MA(JMC) 1st Semester

SUBJECT: AGRICULTURE COMMUNICATION (MJM07)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Green revolution
 - b) Major agriculture journals
 - c) Crop diversification
 - d) Agrarian society
 - e) Kisan TV
 - f) Agricultural advertisements

Unit - I

2. Discuss the scope of Agriculture journalism.

Or

Write a note on the Agricultural policy of Haryana.

Unit - II

3. Discuss the trends of reporting in Agriculture journalism in India.

Or

How can media help in the growth of an agrarian society?

Unit - III

4. Write a note on the importance of agriculture supplement pages in Daily newspapers.

Or

How has the presence of media affected crop diversification in our country?

Unit - IV

5. Which are the various communication programmes being run by the Govt. for farmers?

Or

Write a note on the importance of Extension training for farmers.

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MA(JMC) 1st Semester

SUBJECT: AGRICULTURE COMMUNICATION (MJM07)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Agricultural policy of India
 - b) Agricultural features
 - c) Agricultural media reporting
 - d) Agricultural radio programmes
 - e) Krishi Mela
 - f) Agricultural innovations

Unit - I

2. Write a note on agricultural reforms in recent times in India.

Or

How has Indian media portrayed Green Revolution?

Unit - II

3. What role does Traditional Folk Media play in development of Agrarian society?

Or

What is an agricultural feature? Explain.

Unit - III

4. How has media aided in Indian Agricultural economy growth?

Or

What are agricultural advertisements? How do they help target audience?

Unit - IV

5. What are Agriculture training centres? Discuss their importance.

Or

How does media work for solving the problems faced by Indian farmers while practising agriculture?

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MA(JMC) 1st Semester

SUBJECT: HEALTH COMMUNICATION (MJM08)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Common health issues in India
 - b) Social Advertising
 - c) Family welfare
 - d) Health status in India
 - e) Health related taboos
 - f) Health magazines in India

Unit - I

2. Discuss the role of good communication in Health organizations.

Or

What types of different campaigns are being run by Government to solve health related issues in India?

Unit - II

3. What is the role of interpersonal communication in healthcare?

Or

How do voluntary organizations work for healthcare?

Unit - III

4. Write a note on the role of Public Health Campaigns in fighting health issues.

Or

How are health news reports written? Explain

Unit - IV

5. How is the script of health programmes written for Television?

Or

Do you think that posters communicate the message of health issues successfully? Share your opinion.

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MA(JMC) 1st Semester

SUBJECT : HEALTH COMMUNICATION (MJM08)

Max. Marks: 15

Assignment – 2

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short note on the following:
 - a) Women welfare
 - b) In-depth news report
 - c) Small group communication
 - d) Health education
 - e) Prominent Health magazines in India
 - f) Health supplements in newspapers

Unit - I

2. Write a note on the Health Policy in India.

Or

Discuss the scope of Health communication in a country like India.

Unit - II

3. How does Health communication manage to tackle the prevailing taboos and rumors among the Indian society?

Or

What are the approaches worth following for achieving an effective Health communication?

Unit - III

4. How are Health articles written? Discuss their importance.

Or

How does communication help in promoting Health education?

Unit - IV

5. How are media campaigns designed for combating Health issues? Explain.

Or

Explain the role of social advertising in dealing with prevalent Health issues in India.