PAPER I HISTORY OF MASS MEDIA

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Write about the role of press in a nation's development

or

- b) Trace the contribution of technology to press and publication of books in early days of India
- a) Bengal journal and William Duane contributed to a great extent Indian journalism comment.

or

- b) Raja Ram Mohan Roy contributed to the language journalism effectively. Explain.
- 3. a) Discuses about the birth of "Associated Press"

or

- b) Mahatma Gandhi is a versatile journalist. Explain
- 4. a) What are the important characteristics of Telugu journalism

or

- b) Many stalwarts contributed to the Telugu journalism. Discuss.
- 5. a) Private radio stations contributed to Indian entertainment ffifeld effectively Substantiate.

- b) Write short notes on any two of the following:
 - i) All India Newspaper Editors' Conference
 - ii) Cable TV
 - iii) Bengal Journal
 - iv) James Augustus Hickey

PAPER II REPORTING AND EDITING FOR PRINT MEDIA

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) List out the news values to be used in reporting for newspaper. b) Write about various component of news 2. a) Write a story on Chandrayan Project for a daily newspaper. or b) Discuss the precautions to be taken while reporting an attempt of murder on children 3. a) What are the sources of news that are used to cover Government Departments or b) Discuss the importance of guidelines to be followed while reporting communal conflicts. a) Elaborate various types of business news-stories with suitable example 4. or b) Discuss about essential elements of a feature with suitable example 5. a) Why does edit page become an important component in a newspaper? or b) Write short notes on any two of the following.

i) Newspaper makeup

- ii) Labour News
- iii) Columns
- iv) Educational news reporting

PAPER III COMMUNICATION THEORY

Answer All Questions. All Questions carry equal Marks

a) Describe the Agenda Setting theory. illustrate with example the issues in the

1. recent UP Assembly elections.

or

b) What are the different models of communication? Compare and contrast any three models of communication

Marks: 20

or

2. a) What are the different sampling procedures?

or

- b) Describe the communication process. Illustrate the elements of communication with suitable examples.
- a) Do you think electronic media should be censored? why? 3.

or

- b) Analyse the reach and impact of television medium in the context of present media scenario.
- 4. a) "Radio is the most effective medium for empowerment of people". Analyses the statement.

or

- b) Discuss the role of Press Commission. How is it relevant in the present context?
- 5. a) What is a news agency? What role does a news agency play in the overall media set-up of the country?

or

b) Discuss the role and responsibilities of Prasar Bharati in the present media scenario.

PAPER IV ADVERTISING AND PUBLIC RLATIONS

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Write about socio-economic effect of advertising.

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- a) Analyses the role of advertising in communication with suitable example.
- 2. a) Differentiate between advertising for newspapers and television channels.

or

- b) Selecting appropriate media for social advertising is very important. Discuss.
- 3. a) Describe the psychographic influences of advertising on children

or

- b) Due to proliferation of social media, outdoor advertising lost its significance.
- 4. a) Recognition and Recall are important concepts in the copy preparation. Elaborate.

or

- b) Prepare a layout for the advertisement of a smart phase for the English newspaper being published from Andhra Pradesh.
- 5. a) Now PR industry has more number of tools than earlier times. Discuss.

- b)Write short notes on any two of the following.
 - i) Propaganda and Government
 - ii) Public opinion
 - iii) PR education
 - iv) Radio advertising

PAPER V RADIO JOURNALISM

Answer All Questions. All Questions carry equal Marks

Marks: 20

a) Discuss how FM Radio changed the scenario of radio broadcasting in India? 1. b) Write about the functions of radio 2. a) Production of radio programmers' need meticulous planning. Prepare a plan for world cup matches in boxing. or b) Lead is important for copy writing for news/magazine programmes in radio Elucidate with examples. 3. a) Describe the differences between producing a talk, discussion and interview. or b) Special audience programmes built an image for AIR. Discuss. 4. a) Describe as to how contributed to the development of India. or b) Radio and rural communication had an inseparable relation in Post-Independent India 5. a) How significant are the recommendations of Chanda and Varghese Committee for radio? or b) Write short notes on any two of the following

i) National media policy

- ii) Public service broadcasting
- iii) Commercial/jingles in radio
- iv) AIR organizational structure.

PAPER VI MEDIA MANAGEMENT AND MEDIA LAWS

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Write about different types of ownership in newspaper organization.

or

- b) Advertising and circulations departments are also important for the success of print media organizations. Analyses.
- 2. a) How does wage Boards function to promote welfare of the journalists? Quote some examples.

or

- b) ABC is a crucial organization for print media. Discuses.
- a) Read ship surveys continuously monitor the readership of newspaper.
 Describe their role.

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- b) Differentiate between Cable TV and DTH activities.
- 4. a) Elaborate the significance of schedule of constitution.

or

- b) Write about the constitutional remedies found in the Indian Constitution.
- 5. a) Elucidate the importance of censorship and the guidelines.

- b) Write short notes on any two of the following.
 - i) Press and publication Act, 1976
 - ii) Press council of India
 - iii) Data Processing Department
 - iv) Right to freedom of speech and expression

SCHOOL OF DISTANCE EDUCATION SECOND YEAR MJMC ASSIGAMENTS PAPER I CULTURAL COMMUNICATION

Answer All Questions. All Questions carry equal Marks

Marks: 20

1.	a) Define intercultural communication and explain its origins and growth
	or
	b) Elucidate culture and its characteristics.
2.	a) Elaborate the behaviouristic approach of intercultural communication. or
	b) Explain Aristotelian model an Biological model of communication.
3.	a) Trace out the background and origins of Buddhism
	b) Explain the Hindu theory of communication.
4.	a) Discuss on the behaviors shared through extra genetic transmission. or
	b) Describe the basic cybernetics model of communication.
5.	a) What is cultural hegemony? Explain in detail.
	or
	b) Write short notes on any two of the following.
	i) Stereotypes

Haptics

The Eight fold path

Elthnocentricism

ii) iii)

iv)

PAPER II DEVELOPMENT COMMUNICATION

Answer All Questions. All Questions carry equal Marks

Marks: 20

 a) Define development in the light o emerging concepts and indentify the indicators of development

or

- b) What is dominant paradigm? Explain with example.
- 2. a) Explain sociological at theories of development.

or

- b) Discuss western model of development
- 3. a) Explain the role of communication in social development

or

- b) Explain the importance of participatory communication in community development
- 4. a) Explain the importance of participatory communication in community development

or

- b) Explain the role of NGOs in development
- 5. a) Explain the relationship between population growth and development.

- b) Write short notes on any two of the following.
 - i) Right to information
 - ii) Traditional Media
 - III) Knead Experiment
 - iv) Community Radio

PAPER III - ENVIRONMENTAL COMMUNICATION

Answer All Questions. All Questions carry equal Marks

Marks: 20

a) Explain various contributing factors to different kinds of pollution or
 b) Demonstrate green House Effect and its impact on climate
 a) Describe the concept of sustainable development in detail. or
 b) Explain the Environmental (Protection) Act. 1986 of India
 a) Evaluate the reaching of Millennium Development Goals in India or
 b) Elaborate environmental advocacy and discuss different modes of it.

4. a) Trace out the status of environment journalism in India

or

- b) Elucidate objectivity and sensationalism in rish communication.
- 5. a) Discuss on the concept of Green Marketing.

- b) Write short notes on any two of the following.
 - i) Global warming
 - ii) Social ecology
 - iii) Risk communication
 - iv) Natural resource

PAPER IV TELEVISION JOURNALISM

Answer All Questions. All Questions carry equal Marks

a) Write a detailed note on SITE experiment

1.

Marks: 20

or b) Discuss the new trends in television 2. a) Ex[lain in detail about the television programme production stages. or b) Mention the issues and challenges in the TV programmes 3. a) Describe the formats and features essential in telecasting news and current affairs in Tv or b) In the modern era, the television has developed number of sources in broadcasting different programmes comment. 4. a) Illustrate writing thestory lead and explain types of soft teads. or b) Elucidate the precaution to be taken in refershing your grammar in writing for the television 5. a) Explain the anchoring qualities required or a good anchor. or b) Write short notes on any two of the following. Inverted pyramid i) ii) Sound bytes iii) Writing for the eye Preparing a run order iv)

PAPER V INTERNATIONAL COMMUNICATION

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Communication across had a great impact on the lives of people - Comment b) Write a detailed note one news agencies in India 2. a) Mention the four principles of interpersonal communication. or b) What do you understand by the concept of Global Village> 3. a) Evaluate the causes for increasing concentrations and trains nationalization of news. or b) Discuss the contribution of UNESCO in international communication. 4. a) Explain the types and techniques of propaganda. or b) Assess the impact of CNN on world communication 5. a) Discuss in brief the ICI related factors driving globalization. b) Write short Notes on any two of the following. i) McBride Report ii) Types of Satellites **BBC** iii) Scope of international communication iv)

PAPER VI - RESEARCH METHODOLOGY

Answer All Questions. All Questions carry equal Marks

Marks: 20

a) Analyses the phase-wise development of mass media research. 1. b) Discuss the advantages and disadvantages of secondary analysis 2. a) Define hypothesis and discuss the criteria for usefully hypothesis b) Wrote a note on longitudinal and cross sectional research designs. 3. a) Define probability sampling and discuss various types of random sampling techniques. or b) Elucidate the native and various levels of measurement 4. a) Internet survey a occupied an important place in modern era-Discuss. b) Assess the advantages and disadvantages of experimental research 5. a) Explain the various steps followed in writing a report quoting an example b) Write short notes on any two of the following Inductive logic i) ii) Snow ball sampling

iii)

iv)

Questionnaire

Citation style

PAPER VII - RESEARCH METHODOLOGY

Answer All Questions. All Questions carry equal Marks

Marks: 20

- 1. Write about variables and experimental control.
- 2. Discuss various of research
- 3. Illustrate normal probability
- 4. Examine between subject designs
- 5. What is Validity? Explain its types and determinants
- 6. How to test ability of special Population Explain
- 7. Discuss various interest and attitude tests
- 8. Answer any two of the following
 - i) Sampling methods
 - ii) Correlation
 - iii) Reliability
 - iv) Projective tests