

**SCHOOL OF DISTANCE EDUCATION**  
**FIRST YEAR MJMC ASSIGNMENTS**  
**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
2. 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) Discuss 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 field effectively. Substantiate.  
or  
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

**SCHOOL OF DISTANCE EDUCATION  
FIRST YEAR MJMC ASSIGMENTS  
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.  
or  
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.
4. a) Elaborate various types of business news-stories with suitable example  
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

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**FIRST YEAR MJMC ASSIGNMENTS**  
**PAPER III COMMUNICATION THEORY**

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Describe the Agenda Setting theory. illustrate with example the issues in the recent UP Assembly elections.  
or  
b) What are the different models of communication? Compare and contrast any three models of communication  
or
2. a) What are the different sampling procedures?  
or  
b) Describe the communication process. Illustrate the elements of communication with suitable examples.
3. a) Do you think electronic media should be censored? why?  
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.

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**FIRST YEAR MJMC ASSIGNMENTS**  
**PAPER IV ADVERTISING AND PUBLIC RELATIONS**

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Write about socio-economic effect of advertising.  
or  
a) Analyse 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.  
or  
b) Write short notes on any two of the following.
  - i) Propaganda and Government
  - ii) Public opinion
  - iii) PR education
  - iv) Radio advertising

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**FIRST YEAR MJMC ASSIGNMENTS**  
**PAPER V RADIO JOURNALISM**

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Discuss how FM Radio changed the scenario of radio broadcasting in India?  
or  
b) Write about the functions of radio
2. a) Production of radio programmes' 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.

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**FIRST YEAR MJMC ASSIGNMENTS**  
**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. Discusses.
3. a) Read ship surveys continuously monitor the readership of newspaper. Describe their role.  
or  
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.  
or  
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

- Marks: 20

**SCHOOL OF DISTANCE EDUCATION**  
**SECOND YEAR MJMC ASSIGNMENTS**  
**PAPER II DEVELOPMENT COMMUNICATION**

Answer All Questions. All Questions carry equal Marks

Marks: 20

1. a) Define development in the light of emerging concepts and identify the indicators of development  
or  
b) What is dominant paradigm? Explain with example.
2. a) Explain sociological 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.  
or  
b) Write short notes on any two of the following.
  - i) Right to information
  - ii) Traditional Media
  - III) Knead Experiment
  - iv) Community Radio



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**SECOND YEAR MJMC ASSIGNMENTS**  
**PAPER III - ENVIRONMENTAL COMMUNICATION**

Answer All Questions. All Questions carry equal Marks

Marks: 20

1.     a) Explain various contributing factors to different kinds of pollution  
              or  
       b) Demonstrate green House Effect and its impact on climate
  
2.     a) Describe the concept of sustainable development in detail.  
              or  
       b) Explain the Environmental (Protection) Act. 1986 of India
  
3.     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 risk communication.
  
5.     a) Discuss on the concept of Green Marketing.  
              or  
       b) Write short notes on any two of the following.
  - i)       Global warming
  - ii)      Social ecology
  - iii)     Risk communication
  - iv)      Natural resource

- Marks: 20

**SCHOOL OF DISTANCE EDUCATION  
SECOND YEAR MJMC ASSIGNMENTS  
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  
or  
b) Write a detailed note on 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 trends in 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.  
or  
b) Write short Notes on any two of the following.
  - i) McBride Report
  - ii) Types of Satellites
  - iii) BBC
  - iv) Scope of international communication

- Marks: 20

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**SECOND YEAR MJMC ASSIGNMENTS**  
**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

