Dear Learner,

Greetings from the School of Distance Education, Andhra University.

We are happy to inform you that the schedule of Week-end Programme for the students of the Master of Journalism and Mass Communication for the Academic year 2014-15 as noted below:

<table>
<thead>
<tr>
<th>Venue</th>
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<tbody>
<tr>
<td><strong>Week-end Classes</strong> at Dept. of Journalism &amp; Mass Communication, Social Sciences Block, AU Campus, Visakhapatnam only. (15 days)</td>
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</table>

<table>
<thead>
<tr>
<th>Previous</th>
<th>Final</th>
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<tbody>
<tr>
<td>February – 22</td>
<td></td>
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<tr>
<td>March – 1, 8, 15, 22, 29</td>
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<tr>
<td>April – 5, 12, 19, 26</td>
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<tr>
<td>May – 3, 10, 17, 24, 31</td>
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<tr>
<td>February – 22</td>
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<tr>
<td>May – 3, 10, 17, 24, 31</td>
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<tr>
<td>Examinations</td>
<td>July, 2015</td>
</tr>
<tr>
<td>Dispatch of Assignment Question Papers</td>
<td>9th February, 2015</td>
</tr>
<tr>
<td>Last date of Submission of Assignments</td>
<td>10th June, 2015</td>
</tr>
<tr>
<td>Payment of Tuition Fee of Rs.5,000/- (only FINAL Year students)</td>
<td>Upto 25.02.2015</td>
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<td>Fine: Upto 2 months after due date Rs.50/-</td>
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<td>After 2 months after due date Rs.200/-</td>
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</tbody>
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**NOTES:**

1. The students can register for Week-end Programme at Dept. of Master of Journalism and Mass Communication, Social Sciences Block, Andhra University, Visakhapatnam.

2. Attendance at the Week-end classes is Optional. Regular class-room lectures will be delivered by experienced teachers in these programmes. Your participation in the programmes can supplement effectively your study requirements. You are advised to come fully prepared for the programmes.

3. All the students, who attend the programme may kindly report with their Identity Cards at the Reception Counter at Dept. of MJMC, Andhra University, Visakhapatnam at 9.00 a.m. for the programme. Time-table and other instructions about the classes will be given at the time of registration. Please note that students have to report on 22nd February, 2015.

4. This is also to inform you that outstation students have to make their own arrangements for their lodge and boarding while attending this programme. Limited Dormitory accommodation is available in SDE for boys and girls separately to be allotted on the basis of 'first come first served'.

5. Please contact Prof. N.L. Narasimha Rao of School of Distance Education for further information and guidance. The learners can also get information through Cell Nos.:9963612982.

* Assignments will be accepted after the due date with a penal fee of Rs.100/- per paper upto the date of theory examinations.

With best wishes,

Yours sincerely,

(L.D.SUDHAKARA BABU)
GUIDELINES FOR PREPARATION & SUBMISSION OF ASSIGNMENTS

Dear Students,

Greetings from School of Distance Education, Andhra University.

We are happy to inform you that Andhra University has introduced the Assignment method for the benefit of the students of School of Distance Education as part of preserving standards and maintaining quality of Higher Education suggested by the University Grants Commission, New Delhi.

The assignment method of examination is introduced for MJMC course w.e.f. the first admitted batch of 2011-12. In this scheme the annual examination for each of the papers of examination of the course will be held for a maximum of 80 marks and the assignments i.e., home-based answer books, submitted by the students consist for a maximum of 20 marks. You are required to submit one assignment book separately for each of the papers of the course.

Please follow the below instructions:

1) Consult the Study Material sent by SDE, while preparing the answers for the questions given by the subject coordinators paper-wise. (Find assignment question paper appended to this Circular).
2) You are advised to consult other standard and reference material available from any other sources for preparing your answers besides the study material. You are also advised to consult local libraries and any competent faculty members available locally for gaining insights in the subjects.
3) Assignments are required to be in the own handwriting of the student.
4) Assignments are to be written on A-4 Paper and only on One Side.
5) Answers prepared as part of the assignment for each paper is to be bound into a book. Submit each book separately. Don’t bound all assignments into one book.
6) The cover page of the assignment book requires to contain details of the Code Number of the student; Name of the Subject, Date of submission of the Book, besides signature and address of the Candidate.
7) Assignment books are to be submitted to the Director, School of Distance Education, Andhra University, Visakhapatnam - 530 003, Andhra Pradesh.

Note: Assignments have to be submitted on or before 10th June, 2015.

8) Marks obtained for the assignment are non-transferable. There is no provision for re-submission revaluation of assignment books.

You are requested to observe the above guidelines along with the specific instructions from your subject coordinators while preparing your assignment books. Please prepare answers in your own handwriting.

With Best Wishes,

Prof. L.D. SUDHAKARA BABU
Director
MASTER OF JOURNALISM AND MASS COMMUNICATION

1ST YEAR ASSIGNMENT QUESTIONS 2014-2015

Paper I: History of Journalism

Answer all questions 5X4= 20 marks

1) Describe briefly the origin of printing press in India.
2) Write short note on Hicky’s Gazette
3) Narrate the contribution of Gandhi to Indian journalism?
4) Discuss briefly the history of The Hindu.
5) Trace the evolution of Telugu press.

Paper II: Reporting and Feature Journalism

Answer all questions 5X4= 20 marks

1) Discuss the inverted pyramid style and its relevance today.
2) What are news features?
3) What are the prominent news values?
4) Distinguish between investigative and interpretive news reporting.
5) Discuss the salient features of science reporting.

Paper III: Communication Theory

Answer all questions 5X4= 20 marks

1) Define communication.
2) What do you understand by social responsibility of the press?
3) Explain the relevance of multi-step flow of communication in the diffusion of innovations model?
4) Discuss the normative theories of the press.
5) Discuss the relevance of agenda setting theory today?

Paper IV: Advertising

Answer all questions 5X4= 20 marks

1) Discuss the different types of advertising.
2) Briefly explain the term ‘media mix’.
3) What do you mean by trade mark and slogans?
4) Can advertising lead to impulsive buying? Critically evaluate.
5) Discuss the impact of advertising messages on consumers.
Paper V: Radio Journalism

Answer all questions 5X4= 20 marks

1) Discuss the characteristics of radio medium?
2) Explain the term ‘microphone talent’
3) Elucidate the role of a public broadcaster in a developing country like India.
4) Discuss the FM radio scenario in India.
5) What are the important program formats for radio?

Paper VI: Media Laws

Answer all questions 5X4= 20 marks

1) Discuss the freedom of the press as suggested in the Indian Constitution.
2) Critically evaluate the role of Press Council of India in upholding journalistic ethics.
3) Discuss the term ‘contempt of court’?
4) What are the important elements of Indian Working Journalist Act?
5) Explain the salient features of Cinematography Act, 1952.

Paper VII: Editing and Print Media

Answer all questions 5X4= 20 marks

1) Discuss about the use of focal point in page-makeup.
2) What are the essential qualities of a reporter?
3) Explain the different types of headlines?
4) Editorial page mirrors newspaper policy. Comment
5) Do you think “letters to the editor” is an effective feedback mechanism for a newspaper?

Paper VIII: Media Management

Answer all questions 5X4= 20 marks

1) Briefly explain the ownership patterns in media.
2) Are readership surveys reliable?
3) Advertising department rules the newspaper content. Do you agree?
4) DTH is the future of television broadcasting. Elaborate.
5) FDI in Indian media is not a welcome move. Elucidate.
MASTER OF JOURNALISM AND MASS COMMUNICATION


Paper I: Cultural Communication

Answer all questions 4X5= 20 marks

1) Explain the importance of cultural communication?
2) What are the types of misunderstanding in inter-cultural communication?
3) What are the key beliefs of Buddhism?
4) Explain briefly culture shock?

Answer all questions 4X5= 20 marks

Paper II: Development Communication

1) Define dependency theory?
2) Give three experiments in development journalism.
3) Explain development support communication.
4) How do you understand participatory communication?

Answer all questions 4X5= 20 marks

Paper III: Public Relations

1) Define PR universe.
2) Explain PR tool kit.
3) What is issue management?
4) Discuss PR as a management function.
Paper IV: Environmental Communication

1) Discuss the importance of environmental communication.
2) What do you mean by sustainable journalism?
3) What is the significance of public participation in environment decision making?
4) Explain “green marketing”.

Paper V: Television Journalism

1) Explain the objectives of international communication.
2) What are important suggestions of McBride commission?
3) Examine propaganda techniques.
4) What is the future of international communication?

Paper VI: International Communication

1) Discuss television as mass communication channel.
2) Explain different movements of the camera.
3) What are the different post production techniques?
4) Explain the process of TV news production.

Paper VII: Research Methodology

1) What is scientific method?
2) Explain different levels of measurement.
3) What are the different techniques of data collection in qualitative research?
4) What are advantages and disadvantages of content analysis?