

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2019-2020

First Year Journalism and Mass Communication
Paper I — HISTORY OF MASS MEDIA

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Can James Augustus Hicky be described as father of Indian Journalism? Analyse
Or
(b) Trace the history of early journalism in Madras.
2. (a) Raja Ram Mohan Roy was the first man to fight for the freedom of press in India — Critically comment.
Or
(b) What were the measures taken by the British Government to control the vernacular press in India? Discuss.
3. (a) Discuss the significance of the role of Bal Gangadhar Tilak as a journalist.
Or
(b) Discuss the role played by Amrita Bazar Patrika in spreading the nationalist movement in India.
4. (a) Discuss in detail the contribution of Raja Ram Mohan Roy towards Indian Journalism.
Or
(b) Discuss in detail the growth of Eenadu and Saakshi.
5. (a) Give brief history of Radio broadcasting in India.
Or
(b) Write short notes on any TWO of the following :
 - (i) First Press Commission
 - (ii) AINEC
 - (iii) Satellite TV
 - (iv) Hollywood.

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First Year Journalism and Mass Communication
Paper II — REPORTING AND EDITING FOR PRINT MEDIA

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Explain how to gather news and identify sources of news.

Or

(b) Mention the rules of a good editing. What are the tools required by a sub-editor?
2. (a) What are the biggest science reporting mistakes to be avoided by a reporter?

Or

(b) A Game well reported is half-solved Comment.
3. (a) How to report issues relating to communal violence in media?

Or

(b) Journalists are gatekeepers of information Do you agree?
4. (a) News about environment and other social problems should get more importance in news media. What is your opinion?

Or

(b) What are the principles of feature writing? Illustrate with examples.
5. (a) Traditional news values are taking back seat as the tabloid journalism is taking over newspaper - Do you agree?

Or

(b) Live coverage has made news a 24 hrs. business. Discuss the elements of news in the context of globalized world.

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First Year Journalism and Mass Communication
Paper III - COMMUNICATION THEORY

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Define communication. Explain seven CS of communication with relevant examples.

Or

(b) Explain the process of communication by citing any basic communications model.
2. (a) What is multi-step flow of communication? Explain.

Or

(b) Distinguish between verbal and non-verbal .communication. Cite examples.
3. (a) Describe the significance of cognitive dissonance theory.

Or

(b) Discuss various concepts of marketing corumunication.
4. (a) Critically analyse the social responsibility role of mass media.

Or

(b) Discuss any two of the normative theories of media.
5. (a) What is sunshine journalism? Explain with suitable examples.

Or

(b) Explain the relevance of dependency theory in the present context.

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First Year Journalism and Mass Communication
Paper IV — ADVERTISING AND PUBLIC RELATIONS

Marks

All questions carry equal marks.

1. (a) Describe the functions of advertising department in an organization.
Or
(b) Write a note on various types of advertising with examples.
2. (a) What are the various steps to be followed on advertising campaign planning?
Or
(b) Explain the advantages and disadvantages of radio advertising.
3. (a) What is direct marketing? Discuss challenges and “ solutions for direct marketing.
Or
(b) Discuss the significance of public service advertising cite examples.
4. (a) Critically examine the future of advertising in development countries.
Or
(b) ‘Trademarks play a significant role in the market place’. Justify your answer with examples.
5. (a) Trace the origin and development of public relations in India.
Or
(b) Write short notes on any TWO of the following :
 - (i) Media Mix
 - (ii) Advertising Budget
 - (iii) Bus Panels
 - (iv) Propaganda.

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First Year Journalism and Mass Communication
Paper : V - RADIO JOURNALISM

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Describe the studio setup of All India Radio.

Or

- (b) Describe the characteristics of online radio.

2. (a) Discuss the functions of a radio producer.

Or

- (b) Elucidate various news gathering methods for Radio news.

3. (a) What is anchoring? Explain specialized forms of anchoring.

Or

- (b) 'A News Reader is not a News Anchor'. Discuss.

4. (a) Critically examine the advantages and disadvantages in outdoor broadcasting cite examples.

Or

- (b) Trace, the future of public service broadcasting.

5. (a) Discuss the significance of radio as change agent in the process of societal development.

Or

- (b) Write short notes on any TWO of the following ;

(i) Chanda committee report

(ii) Radio jingles

(iii) Types of Microphones

(iv) Music programmes.

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First Year Journalism and Mass Communication
Paper VI — MEDIA MANAGEMENT AND MEDIA LAWS

Marks

Answer ALL questions. ALL questions carry equal marks.

1. (a) Explain briefly various types of newspaper organizations.

Or

(b) Explain merits and demerits of different types of newspaper organisations.
2. (a) Enumerate the functions of press council of India.

Or

(b) Do you think that there is separate advertising policy of electronic media? Illustrate.
3. (a) Describe the organizational structure of All India Radio.

Or

(b) How does Foreign Direct Investment affect Indian Newspaper Industry?
4. (a) What are the differences between fundamental rights and directive principles? Explain.

Or

(b) Discuss the salient features of the 'Indian Constitution.
5. (a) How is a film certified by the Censor Board? Explain with examples,

Or

(b) Detail the guidelines for up linking and down linking for satellite television.

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ASSIGNMENT QUESTION PAPER 2019-2020

Second Year Journalism and Mass Communication
PAPER -1 : CULTURAL COMMUNICATION

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Discuss the characteristics of culture.

Or

(b) Explain types of misunderstanding with examples.
2. (a) Describe the concept of behaviorist approach.

Or

(b) Differentiate the verbal and non-verbal communication.
3. (a) Elucidate the cultural and religious beliefs of Buddhism.

Or

(b) Explain the Hindu theory of Communication.
4. (a) Define perception and write on the effect of culture on sensing.

Or

(b) Explain the basic cybernetic model of communication.
5. (a) 'Cultural imperialism is the result of globalization'. Substantiate.

Or

(b) Write short notes on any Two of the following :
 - (a) Traditional media
 - (b) Indianness of cinema
 - (c) Freedom of Speech
 - (d) Musical metaphor

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PAPER - II : DEVELOPMENT COMMUNICATION

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Write critically on dependency theory.

Or

(b) 'New Paradigm of development became an alternative model for third world countries. Discuss it.
2. (a) Explain the role of national resources in development communication.

Or

(b) Discuss the concept of participatory development.
3. (a) Write a note on the purpose of development reporting.

Or

(b) 'RTI Act is become a weapon to Indian media for news reporting'. Explain.
4. (a) 'Community-radio helped in amplifying the voices and concerns of rural people in India'-Comment.

Or

(b) 'Kheda project acted as a social change agent in Gujarat'. Discuss.
5. (a) Critically examine the role of Self help groups in empowering Indian women.

Or

(b) Write short notes on any Two of the following :
 - (a) Development Paradigm
 - (b) Development Journalism
 - (c) SITE
 - (d) Puppetry

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Second Year Journalism and Mass Communication
PAPER - III : ENVIRONMENTAL COMMUNICATION

Marks

Answer ALL Questions. All questions carry equal marks.

1. (a) Discuss the scope of environment and describe the need to create public awareness on environment.

Or

- (b) 'Global warming begins with the greenhouse effect'. Explain it.

2. (a) Write a note on sustainable development in India.

Or

- (b) Discuss the environment policy in India.

3. (a) Explain the advocacy of Mahatma Gandhi on environmentalism.

Or

- (b) 'Community based conservation is one of the best methods to protect the environment'. Explain.

4. (a) Trace out status of environmental reporting in India.

Or

- (b) Write on objectivity vs sensationalism in risk reporting.

5. (a) Elaborate Green Consumerism.

Or

- (b) Write short notes on any Two of the following :

- (a) Climate Change
- (b) Environmental advocacy
- (c) World Environment Day
- (d) Environment Journalism

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Second Year Journalism and Mass Communication
PAPER - IV : TELEVISION JOURNALISM

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Elaborate the history of Indian Television.

Or

- (b) Describe the role of Television in development.

2. (a) Explain Live recording techniques.

Or

- (b) Discuss the process of Television programme production.

3. (a) Highlight the importance of visual effects and sound system in the television news presentation.

Or

- (b) How do you plan a news story for television?

4. (a) Elaborate the elements of news story structure.

Or

- (b) Explain the qualities required for a good anchor.

5. (a) Discuss about the challenges of Live Interviewing,

Or

- (b) Write short notes on any Two of the following :

(a) SITE

(b) Prasara Bharathi

(c) Face to face interviews

(d) Television language

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Second Year Journalism and Mass Communication
PAPER - V: INTERNATIONAL COMMUNICATION

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Discuss the nature and scope of international communication.

Or

(b) Explain different forms of traditional communication.
2. (a) Trace out the status of satellite communication in India.

Or

(b) Discuss the concept of global village.
3. (a) Elucidate media imperialism with recent examples with regard to Indian perspective.

Or

(b) Briefly write a note on Me Bride commission.
4. (a) Discuss different forms of propaganda.

Or

(b) Outline the impact of CNN on world communication.
5. (a) What is diplomacy? Can it be used as an instrument in combating terrorism? Discuss.

Or

(b) Write short notes on any Two of the following :
 - (a) PTI
 - (b) Indian communication Satellites
 - (c) News Values
 - (d) BBC

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Paper -VI: RESEARCH METHODOLOGY

Marks

Answer ALL questions. All questions carry equal marks.

1. (a) Explain the scope of mass media research.

Or

(b) Elaborate critical social science research process.
2. (a) What are the limits of social science research?

Or

(b) What are the elements of research?
3. (a) What is measurement and explain the levels of measurement?

Or

(b) Differentiate the qualitative and quantitative research methods.
4. (a) What are the problems in survey research method?

Or

(b) What is field observation and explain the advantages and disadvantages of field observation?
5. (a) Write about descriptive data analysis.

Or

(b) Write short notes on any Two of the following :
 - (a) Null hypothesis
 - (b) Focus group discussions
 - (c) Historical method
 - (d) Sample error