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. These assignments are only valid for 2013 May / June examinations, and 2013 December / 2014 January supplementary examinations.

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 bind 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 31st May 2013.

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. N.L. Narasimha Rao
Director
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
6. Discuss the inverted pyramid style and its relevance today.
7. What are news features?
8. What are the prominent news values?
9. Distinguish between investigative and interpretive news reporting.
10. Discuss the salient features of science reporting.
11. Define communication.
12. What do you understand by social responsibility of the press?
13. Explain the relevance of multi-step flow of communication in the diffusion of innovations model?
14. Discuss the normative theories of the press.
15. Discuss the relevance of agenda setting theory today?
16. Discuss the different types of advertising.
17. Briefly explain the term ‘media mix’.
18. What do you mean by trade mark and slogans?
20. 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-make up.
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

2nd YEAR ASSIGNMENT QUESTIONS (2012-2013)

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?