

ASSIGNMENT
Journalism and Mass Communication
First Year
PAPER I - HISTORY OF MASS MEDIA

Marks 3x10=30

Answer All Questions
All Questions carry equal Marks

UNIT - I

1. Write about the role of press in a nation's Development
2. Trace the contribution of technology to press and publication of books in early days of India.
3. Bengal Journal and William Duave contributed to a great extent Indian Journalism comment.
4. Raja Ram Mohan Roy contributed to the language journalism effectively Explain
5. Discuss about the birth of "Associated Press"

UNIT- II

1. Mahatma Gandhi is a versatile journalist Explain
2. What are the important characteristics of Telugu journalism
3. Many stalwarts contributed to the Telugu Journalism Discuss
4. Private radio stations contributed to Indian entertainment field effectively substantiate
5. write Short Notes on any Two of the following:
 - (i) All India Newspaper Editors's Conference
 - (ii) Cable TV
 - (iii) Bengal Journal
 - (iv) James Augustus Hickey

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PAPER II - REPORTING AND EDITING FOR PRINT MEDIA

Marks 3x10=30

Answer All Questions
All Questions carry equal Marks

UNIT- I

1. List out the news values to be used in reporting for newspaper
2. Write about various components of news
- 3.. Write a story on Chandrayan project for a daily newspaper
4. Discuss the precautions to be taken while reporting an attempt of murder on children
- 5.. What are the sources of news that are used to cover Government Departments

UNIT- II

1. Discuss the importance of guidelines to be followed while reporting communal conflicts
2. Elaborate various types of business news-stories with suitable examples
3. Discuss about essential elements of a feature with suitable examples
4. Why does edit page become an important component in a newspaper?
5. write Short Notes on any Two of the following:
 - (i) Newspaper makeup
 - (ii) Labour news
 - (iii) Columns
 - (iv) Educational

ASSIGNMENT
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PAPER III - COMMUNICATION THEORY

Marks 3x10=30

Answer All Questions
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UNIT- I

1. Describe the Agenda Setting theory. Illustrate with examples the issues in the recent UP Assembly Elections
2. What are the different models of communication? Compare and contrast any three models of communication
3. What are the different sampling procedures?
4. Describe the communication process. Illustrate the elements of communication with suitable examples.
5. Do you think electronic media should be censored? Why?

UNIT- II

1. Analyse the reach and impact of television medium in the context of present media scenario
2. “Radio is the most effective medium for empowerment of people”. Analyse the statement.
3. Discuss the role of Press Commission. How is it relevant in the present context?
4. What is a news agency? What role does a news agency play in the over all media set-up of the country?
5. Discuss the role and responsibilities of Prasar Bharati in the present media scenario.

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PAPER IV - ADVERTISING AND PUBLIC RELATIONS

Marks 3x10=30

Answer All Questions
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UNIT- I

1. Write about socio-economic effects of advertising
2. Analyse the role of advertising in communication with suitable examples
3. Differentiate between advertising for newspapers and television channels
4. Selecting appropriate media for social advertising is very important. discuss
5. Describe the Psychographic influences of advertising on children

UNIT- II

1. Due to proliferation of social media, outdoor advertising lost its significance Explain
2. Recognition and Recall are important concepts in the copy preparation. Elaborate.
3. Prepare a layout for the advertisement of a smart phase for the English newspaper being published from Andhra Pradesh
4. Now PR industry has more number of tools than earlier times. Discuss
5. 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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PAPER V - RADIO JOURNALISM

Marks 3x10=30

Answer All Questions
All Questions carry equal Marks

UNIT- I

1. Discuss how FM Radio changed the scenario of radio broadcasting in India?
2. Write about the functions of Radio
3. Production of Radio programmes need meticulous planning. Prepare a plan for world cup matches in boxing.
4. Lead is important for copy writing for news/magazine programmes in Radio. Elucidate with examples
5. Describe the differences between producing a talk, discussion and interview

UNIT- II

1. Special audience programmes built an image for AIR. Discuss.
2. Describe as to how contributed to the development of India
3. Radio and rural communication had an inseparable relation in Post-Independent India
4. How significant are the recommendations of Chanda and Verghes Committee for Radio?
5. Write Short Notes on any Two of the following:
 - (i) National media policy
 - (ii) Public service broadcasting
 - (iii) Commercials/jingles in Radio
 - (iv) AIR organisational structure

ASSIGNMENT
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PAPER VI - MEDIA MANAGEMENT AND MEDIA LAWS

Marks 3x10=30

Answer All Questions
All Questions carry equal Marks

UNIT- I

1. Write about different types of ownership in newspaper organisations
2. Advertising and circulations departments are also important for the success of print media organisations. Analyse.
3. How does Wage Boards function to promote welfare of the journalists? Quote some examples.
4. ABC is a crucial organisation for print media. Discuss.
5. Readership surveys continuously monitor the readership of newspaper. Describe their role.

UNIT- II

1. Differentiate between Cable TV and DTH activities.
2. Elaborate the significance of Schedule of Constitution.
3. Write about the constitutional remedies found in the Indian Constitution.
4. Elucidate the importance of censorship and the guidelines
5. 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

ASSIGNMENT
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Second Year
PAPER I- CULTURAL COMMUNICATION

Marks 5x4 =20

Answer All Questions
All Questions carry equal Marks

1. What do you mean by cultural identity and how important is it to a country?
2. Explain various approaches to intercultural communication?
3. Differentiate between Industrial and Non-Industrial cultures.
4. Illustrate the biological and psychological models of intercultural communication
5. Use of Social Networking Sites has led to the homogenisation of cultures. Discuss with examples.

ASSIGNMENT
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PAPER II-DEVELOPMENT COMMUNICATION

Marks 5x4 =20

Answer All Questions
All Questions carry equal Marks

1. Briefly explain the theories of development with examples
2. Development journalism has transformed in the new millennium. Explain
3. How does the scope of development communication change? Explain
4. Elaborate the significance of participation in Development
5. Traditional communication is losing its importance. Explain

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PAPER III- ENVIRONMENTAL COMMUNICATION

Marks 5x4 =20

Answer All Questions
All Questions carry equal Marks

1. Discuss the role of community groups in environmental communication
2. Identify important factors that generally lead to environmental pollution
3. Public participation has become an important element in environmental decisions of development project. Discuss.
4. Telugu journalism has been contributing to environmental issues effectively in Telugu speaking states. Justify
5. Did media in India could successfully assess the risk of spread of pandemic of Corona. Analyse

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PAPER IV- TELEVISION JOURNALISM

Marks 5x4 =20

Answer All Questions
All Questions carry equal Marks

1. Discuss the significance of script for a TV programme
2. Write about the principle code followed in TV programmes
3. Prepare a story board for a documentary on unhygienic conditions in your city.
4. Identify the language being used in Telugu TV channels in news bulletins and analyse
5. Anchoring adds to the quality of TV programmes. Justify

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PAPER V- INTERNATIONAL COMMUNICATION

Marks 5x4 =20

Answer All Questions
All Questions carry equal Marks

1. What are the forms of International communication?
2. Discuss about propaganda in detail
3. Describe the satellite technology employed in International Communication
4. The idea of globalization is borderless world. Do you agree?
5. Write a note on Voice of America?

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PAPER VI- RESEARCH METHODOLOGY

Marks 5x4 =20

Answer All Questions
All Questions carry equal Marks

1. What is 'scientific method'? What are its characteristics?
2. Explain the importance of causation in preparing a hypothesis
3. Examine the different types of sampling methods and their use in different research.
4. Explain the significance of standard deviation and correlation
5. Discuss the steps in report writing with suitable examples