

School of Distance Education
Department of Journalism and Mass Communication
Andhra University
MJMC (SDE), First Year Assignments

Paper-I. History of Mass Media

1. James Augustus Hickey
2. Raja Rammohan Roy
3. Role of Bala Gangadhar Tilak during Freedom Struggle
4. Describe Mahatma Gandhi as Journalist
5. First Press Commission.

Paper-II. Reporting and Editing for Print Media

1. News Sources
2. Rules of Good Editing
3. Science Reporting
4. Principles of Feature Writing
5. Tabloid Journalism

Paper-III. Communication Theory

1. Define Communication and write about process of communication.
2. Verbal and Non-verbal Communication
3. Cognitive Dissonance Theory
4. Social Responsibility role of mass media
5. Dependency Theory

Paper-IV. Advertising and Public Relations

1. Types of Advertising
2. Advertising Campaign Planning
3. Direct Marketing
4. Scope of Public Relations
5. Propaganda

Paper-V. Radio Journalism

1. Studio set up of All India Radio
2. News Reader
3. Public Service Broadcasting
4. Chanda Committee Report
5. Radio jingles

Paper-V. Media Management and Media Laws

1. Types of ownerships
2. Different departments of a Newspapers
3. First press commission
4. Article 19 (1) (a) Freedom of speech and expression
5. Contempt of court