

Directorate of Distance Education
Swami Vivekanand Subharti University
I Year

MASTER OF ARTS

(M.A (Journalism & Mass Communication))

M.A (JMC)/ASSIGN/ I/SEM/A-2021-22

Assignments

(For JUNE Academic Batch-2021-22)

MJ – 101 CC, MJ – 102 CC,

MJ – 103 CC, MJ – 104 CC, MJ – 105 CC, MJ – 106

AECC



**DIRECTORATE OF DISTANCE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY**

Subhartipuram, NH-58, Delhi-Haridwar-Meerut

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Detail of Program

Course Code	Name of Subject	Page No.
MJ – 101 CC	Principles of Mass Communication	3
MJ – 102 CC	Development of Media	4
MJ – 103 CC	Print Media	5
MJ – 104 CC	Electronic Media Production -1	6
MJ – 105 CC	Advertising and Public Relations	7
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Course Code : MJ – 101 CC
Course Title : Principles of Mass Communication
Assignment No. : MJ – 101 CC/ A-2021-22
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1. Discuss the role of All India Radio in development of rural India? Explain.

Q.2. What is communication?

Q.3. Define the Public Communication?

Q.4. What are the main objectives of communication?

Q.5. What role communication does play to make democracy successful? Explain with examples.

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Course Code : M.A (JMC)-2
Course Title : Development of Media
Assignment No. : M.A (JMC)-2/ A-2021-22
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

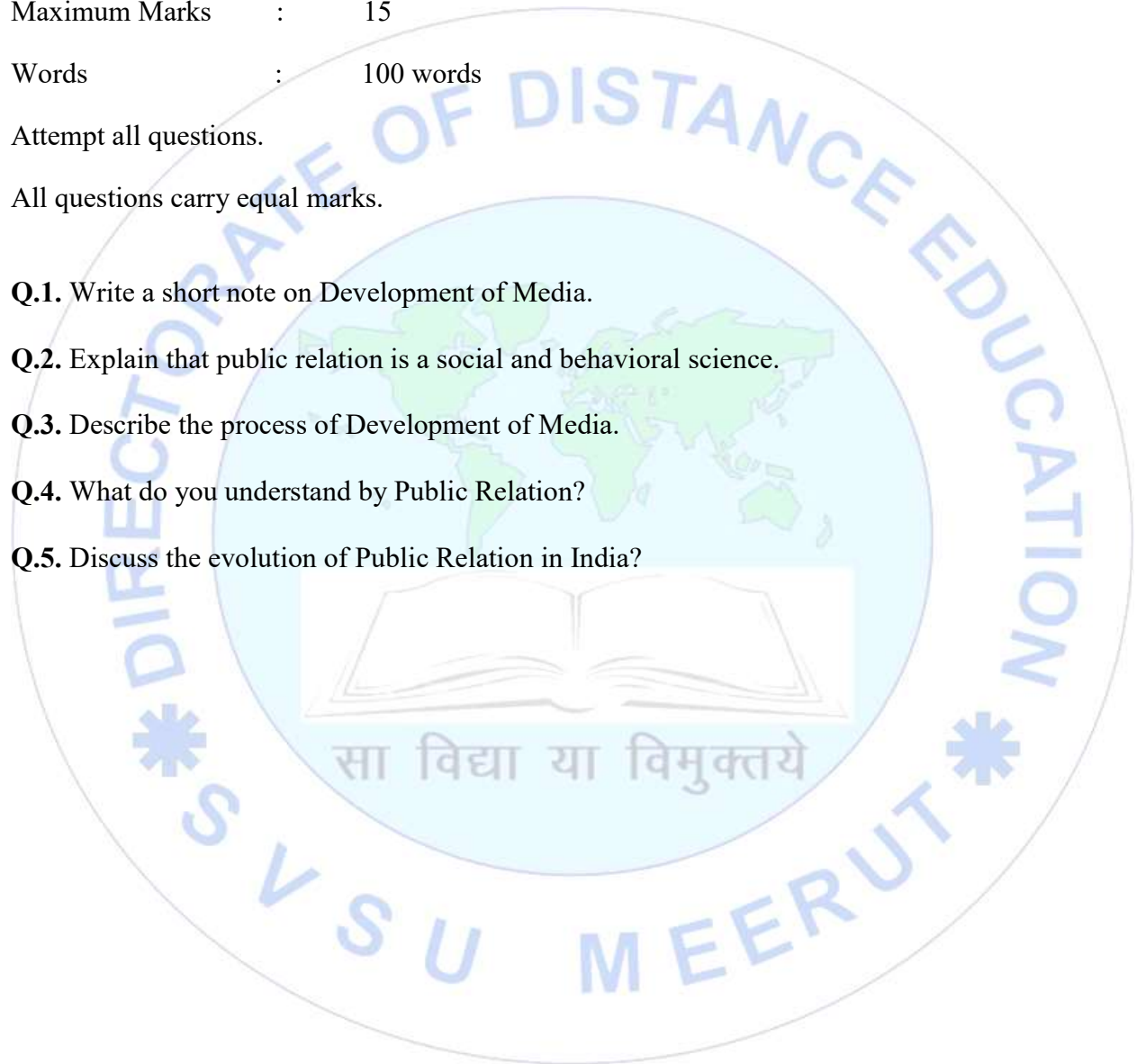
Q.1. Write a short note on Development of Media.

Q.2. Explain that public relation is a social and behavioral science.

Q.3. Describe the process of Development of Media.

Q.4. What do you understand by Public Relation?

Q.5. Discuss the evolution of Public Relation in India?



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Course Code : M.A(JMC)-3
Course Title : Print Media
Assignment No. M.A(JMC)-3/ A-2021-22
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

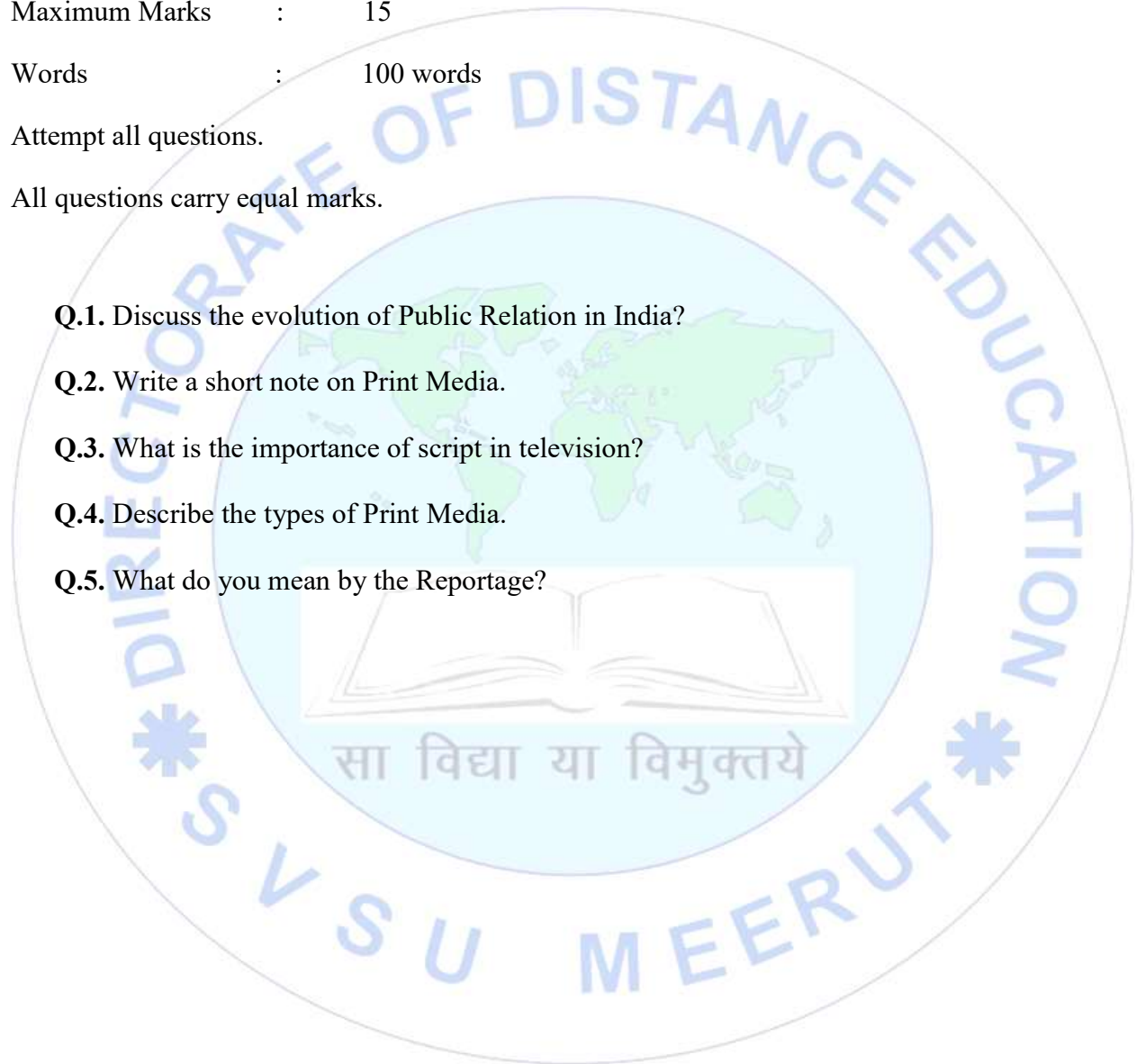
Q.1. Discuss the evolution of Public Relation in India?

Q.2. Write a short note on Print Media.

Q.3. What is the importance of script in television?

Q.4. Describe the types of Print Media.

Q.5. What do you mean by the Reportage?



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Course Code : M.A(JMC)-4
Course Title : Electronic Media Production -1
Assignment No. : M.A(JMC)-4/ A-2021-22
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1. Discuss the advantages and disadvantages of any three ownership patterns in Indian newspaper industry of your choice.

Q.2. Describe the Media Production.

Q.3. What do you understand by Public Service Broadcasting?

Q.4. What do you understand by Public Service Broadcasting?.

Q.5. Describe the Electronic Production.

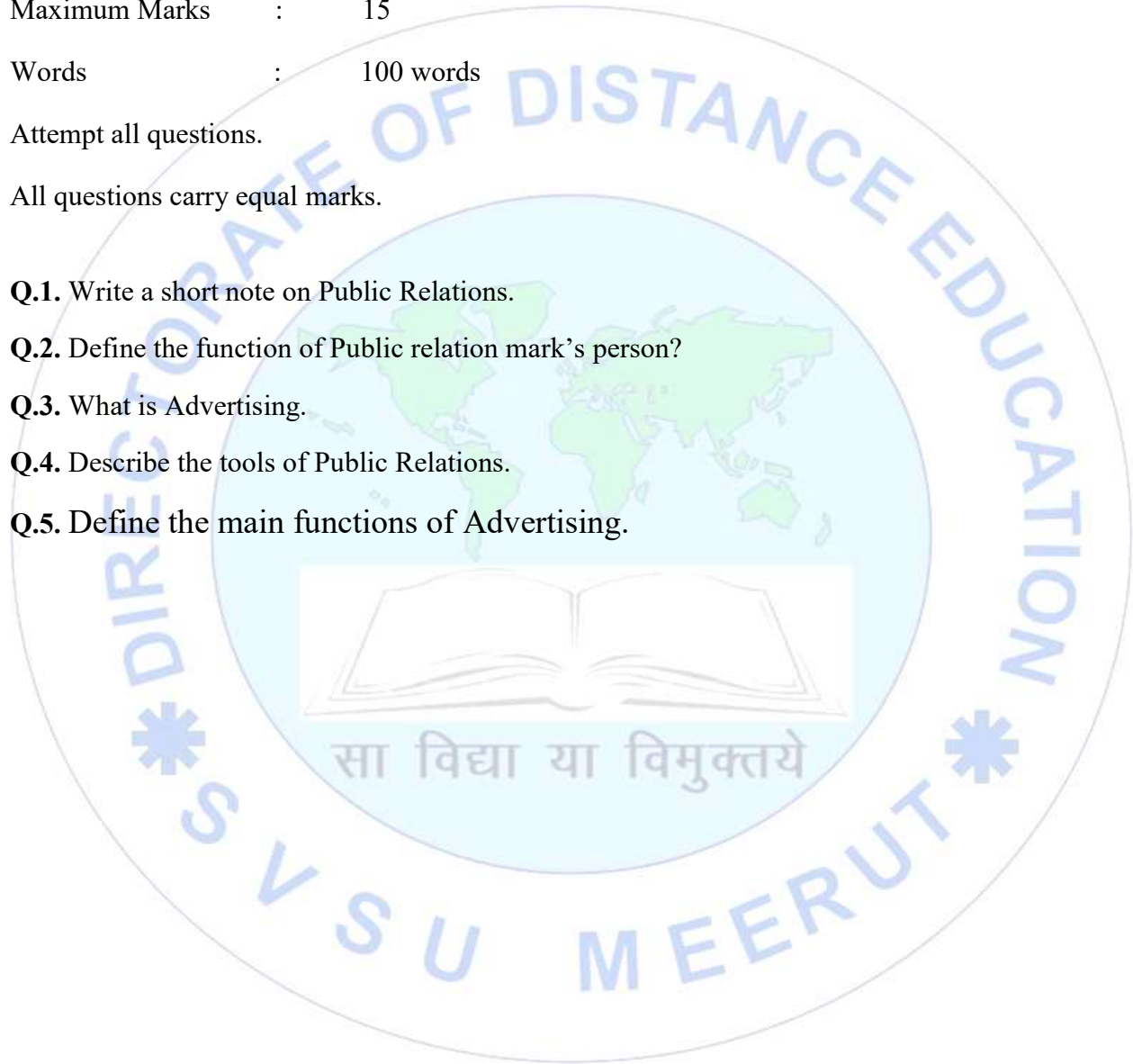
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Course Code : M.A(JMC)-5
Course Title : Advertising and Public Relations
Assignment No. : M.A(JMC)-5/ A-2021-22
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Write a short note on Public Relations.
- Q.2.** Define the function of Public relation mark's person?
- Q.3.** What is Advertising.
- Q.4.** Describe the tools of Public Relations.
- Q.5.** Define the main functions of Advertising.



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Course Code : M.A(JMC)-6
Course Title : Environmental Communication
Assignment No. : M.A(JMC)-6/ A-2021-22
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 Distinguish between formal and informal communication.

Q.2 What is informal communication.

Q.3 Write a short note on formal communication.

Q.4 How should you deliver the presentation?

Q.5 Describe the process of communication.

