

Directorate of Distance Education
Swami Vivekanand Subharti University
II Year

BACHELOR OF ARTS

B.A (Journalism Mass Communication)

B.A (JMC)/ASSIGN/ III/SEM/A-2020-21

Assignments

(For JUNE Academic Batch-2021-22)

B.A(JMC)-01, B.A(JMC)-02,B.A(JMC)-03,B.A(JMC)-04,

B.A(JMC)-05



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

Subhartipuram, NH-58, Delhi-Haridwar-Meerut

By-Pass Road, Meerut- 250 005

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Detail of Program

Course Code	Name of Subject	Page No.
BJ – 301 CC	Development Communication & Practices	3
BJ – 302 CC	Electronic Media & Practices	4
BJ – 303 CC	Public Relations / Advertisement & Practices	5
BJ – 304 AECC	Indian culture and Human Values	6
BJ – 305 SEC	सा विद्या या विमुक्तये Basics of Script Writing	7

**Directorate of Distance Education
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Course Code : BJ – 301 CC
Course Title : Development Communication & Practices
Assignment No. : BJ – 301 CC / A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q. 1. Write as short note on Communication.
- Q. 2. What do you understand by development?
- Q. 3. Elaborate the contribution of media in agricultural development explain with suitable example
- Q.4. Describe the theory of communication as proposed by Shannon Weaver.
- Q.5. Discuss the various development indicators.

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Course Code : BJ – 302 CC
Course Title : Electronic Media & Practices
Assignment No. : BJ – 302 CC/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q. 1. Explain the Organizational set up of AIR.
- Q. 2. Write a short note on Electronic Media.
- Q. 3. Enlist the dos and don'ts of online reporting.
- Q.4. Journalism was started in India as a mission and now it becomes a Profession” discuss.
- Q.5. Explain the characteristics of new media.

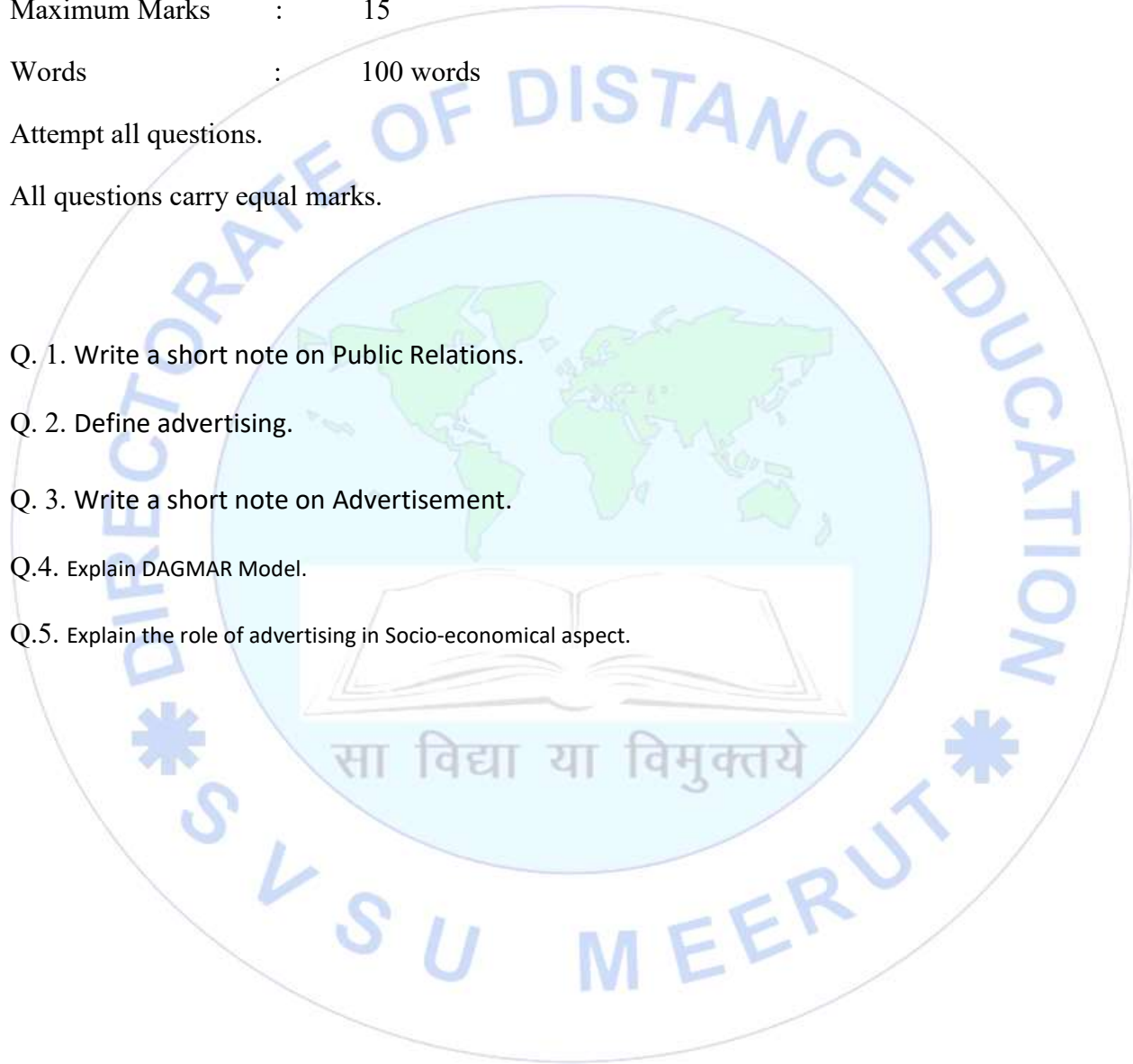
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II Year**

Course Code : BJ – 303 CC
Course Title : Public Relations / Advertisement & Practices
Assignment No. : BJ – 303 CC/ A-2020-21
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 advertising.
- Q. 3. Write a short note on Advertisement.
- Q.4. Explain DAGMAR Model.
- Q.5. Explain the role of advertising in Socio-economical aspect.



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Course Code : BJ – 304 AECC
Course Title : Indian culture and Human Values
Assignment No. : BJ – 304 AECC/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q. 1. Sufism is the ideology of human values. Explain
- Q. 2. Indian culture can be the protector of human values, argue in favor of this statement.
- Q. 3. Swami Vivekananda's life was dedicated in human service, Explain.
- Q.4. In Indian philosophy, sacred karma is predominant, explain it with examples.
- Q.5. Mention Sufism and its teachings.

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Course Code : BJ – 305 SEC
Course Title : Basics of Script Writing
Assignment No. : BJ – 305 SEC / A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q. 1. Write a short note on Script Writing.
- Q. 2. Explain the format of a script in detail.
- Q. 3. Describe the features of Script Writing.
- Q.4. What are the characteristics of a dialogue?
- Q.5. What marks an outstanding board? Explain in detail.

