

Directorate of Distance Education
Swami Vivekanand Subharti University
II Year

MASTER OF ARTS

(M.A (Journalism & Mass Communication))

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

Assignments

(For JUNE Academic Batch-2020-21)

MJ – 301 CC, MJ – 302 CC,

MJ – 303 CC, MJ – 304 DSE, MJ – 310 SEC



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 – 301 CC	New Media	3
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MJ – 303 CC	Electronic Media Production - 2	5
MJ – 303 DSE	Photo Journalism	6
MJ – 310 SEC	Theater and Folk Communication	7

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Course Code : MJ – 301 CC
Course Title : New Media
Assignment No. : MJ – 301 CC/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Describe the history of radio.
- Q.2.** Explain the economy and developing trends of newspaper production.
- Q.3.** Give a brief description on the changing scenario of Indian cinema also discuss the future trends of Indian cinema.
- Q.4.** Write a short note on New Media.
- Q.5.** Write a short note on Newspaper Production.

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Course Code : M.A (JMC)-2
Course Title : Public Relation and Corporate Communication
Assignment No. : M.A (JMC)-2/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

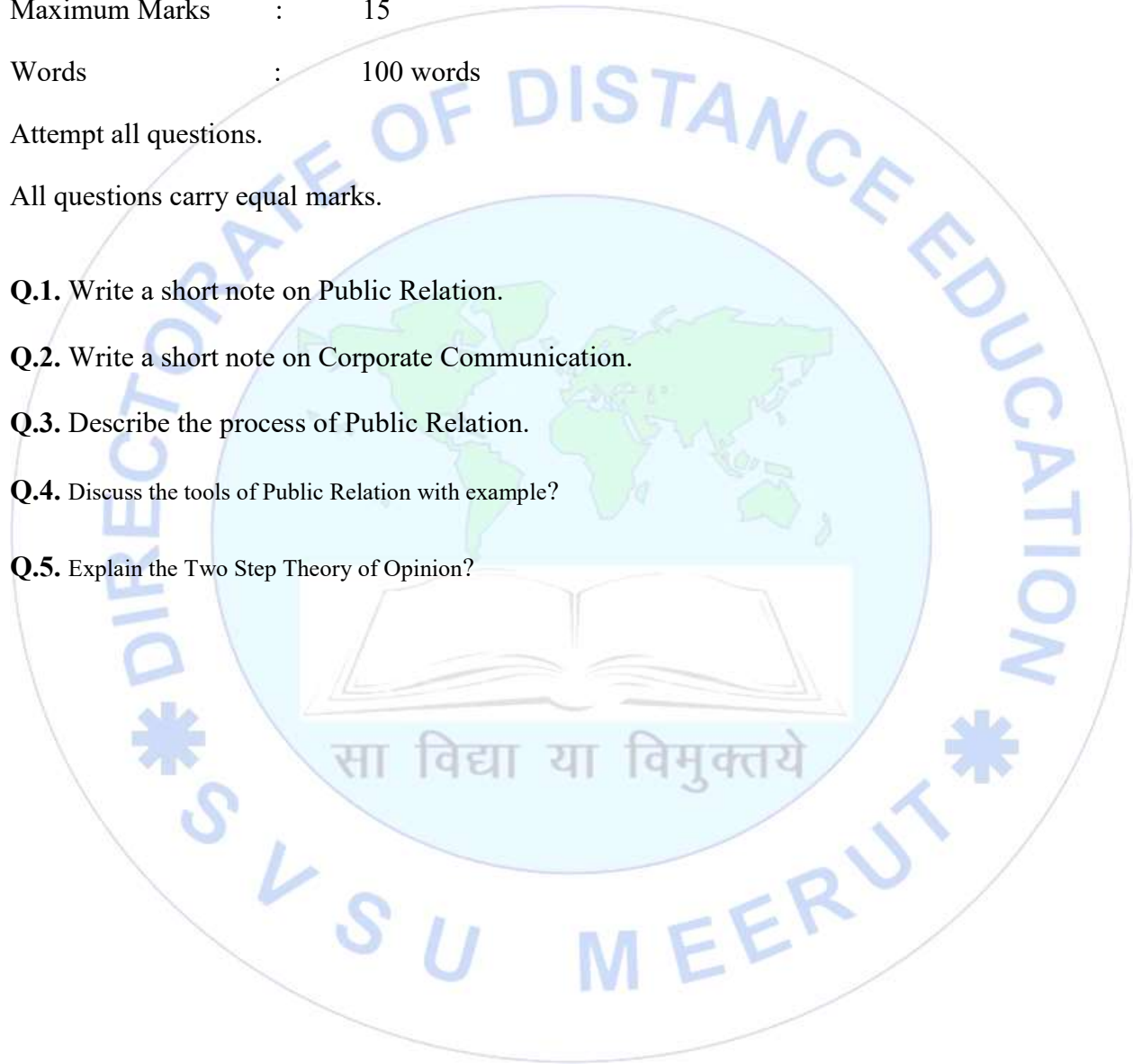
Q.1. Write a short note on Public Relation.

Q.2. Write a short note on Corporate Communication.

Q.3. Describe the process of Public Relation.

Q.4. Discuss the tools of Public Relation with example?

Q.5. Explain the Two Step Theory of Opinion?



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Course Code : M.A(JMC)-3
Course Title : Electronic Media Production - 2
Assignment No. M.A(JMC)-3/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** “Radio is a powerful medium of mass communication” Do you agree? Justify your answer.
- Q.2.** What do you mean by News Reporting.
- Q.3.** Describe the selection and presentation of TV News.
- Q.4.** What is the difference between regional services and external services of AIR?
- Q.5.** What do you mean by the Electronic Media Production?

सा विद्या या विमुक्तये

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Course Code : M.A(JMC)-4
Course Title : Photo Journalism
Assignment No. : M.A(JMC)-4/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Discuss the history of camera.
- Q.2.** What are the differences between traditional, film and digital camera?
- Q.3.** Write a short note on digital camera.
- Q.4.** Write a short note on Photo Journalism.
- Q.5.** Define the important parts of a camera.

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Course Code : M.A(JMC)-5
Course Title : Theater and Folk Communication
Assignment No. : M.A(JMC)-5/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1. Write a short note on Theater.

Q.2. How does and to what extent mass media affect popular culture? Explain.

Q.3. Write a short note on mass media.

Q.4. Describe the Folk Communication.

Q.5. Discuss the Social utility of Mass Media.

