

Directorate of Distance Education
Swami Vivekanand Subharti University
I Year

MASTER OF ARTS

(M.A (Journalism & Mass Communication))

M.A (JMC)/ASSIGN/ II/SEM/C-2021

Assignments

(For December Calendar Batch-2021)

M.A (JMC)-01, M.A (JMC)-02,

M.A (JMC)-03, M.A (JMC)-04, M.A(JMC)-05,

M.A(JMC)-06



DIRECTORATE OF DISTANCE EDUCATION

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

Subhartipuram, NH-58, Delhi-Haridwar-Meerut

By-Pass Road, Meerut– 250 005

**Directorate of Distance Education
Swami Vivekanand Subharti University
I Year**

Detail of Program

Course Code	Name of Subject	Page No.
MAJMC-1	Development Communication and Case Study	3
MAJMC-2	Media Law & Ethics and Case Study	4
MAJMC-3	International Communication and Case Study	5
MAJMC-4	Communication Research & Lab	6
MAJMC-5	Media Management and Practices	7
MAJMC-6	Indian culture and Human Values	8

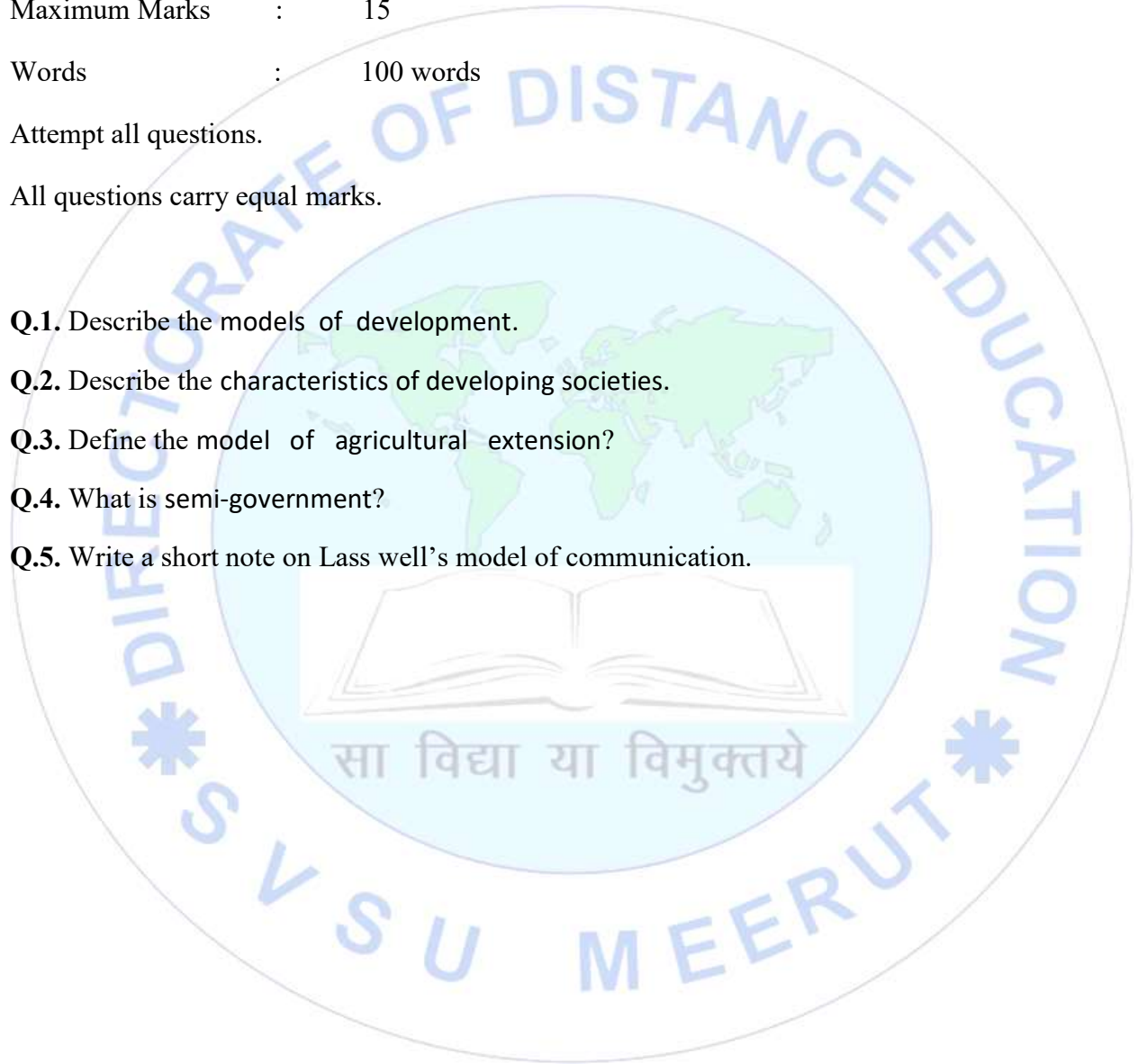
**Directorate of Distance Education
Swami Vivekanand Subharti University
I Year**

Course Code : M.A (JMC)- 1
Course Title : Development Communication and Case Study
Assignment No. : M.A (JMC)- 1/ C-2021
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Describe the models of development.
Q.2. Describe the characteristics of developing societies.
Q.3. Define the model of agricultural extension?
Q.4. What is semi-government?
Q.5. Write a short note on Lass well's model of communication.



**Directorate of Distance Education
Swami Vivekanand Subharti University
I Year**

Course Code : M.A (JMC)-2
Course Title : Media Law & Ethics and Case Study
Assignment No. : M.A (JMC)-2/ C-2021
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Write an shorts note on fundamental rights.
- Q.2.** Describe the directive principles of state policy.
- Q.3.** Define the Media's ethical problems .
- Q.4.** What is media councils?
- Q.5.** Describe the salient features of the Press Council of India.

**Directorate of Distance Education
Swami Vivekanand Subharti University
I Year**

Course Code : M.A(JMC)-3
Course Title : International Communication and Case Study
Assignment No. M.A(JMC)-3/ C-2021
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

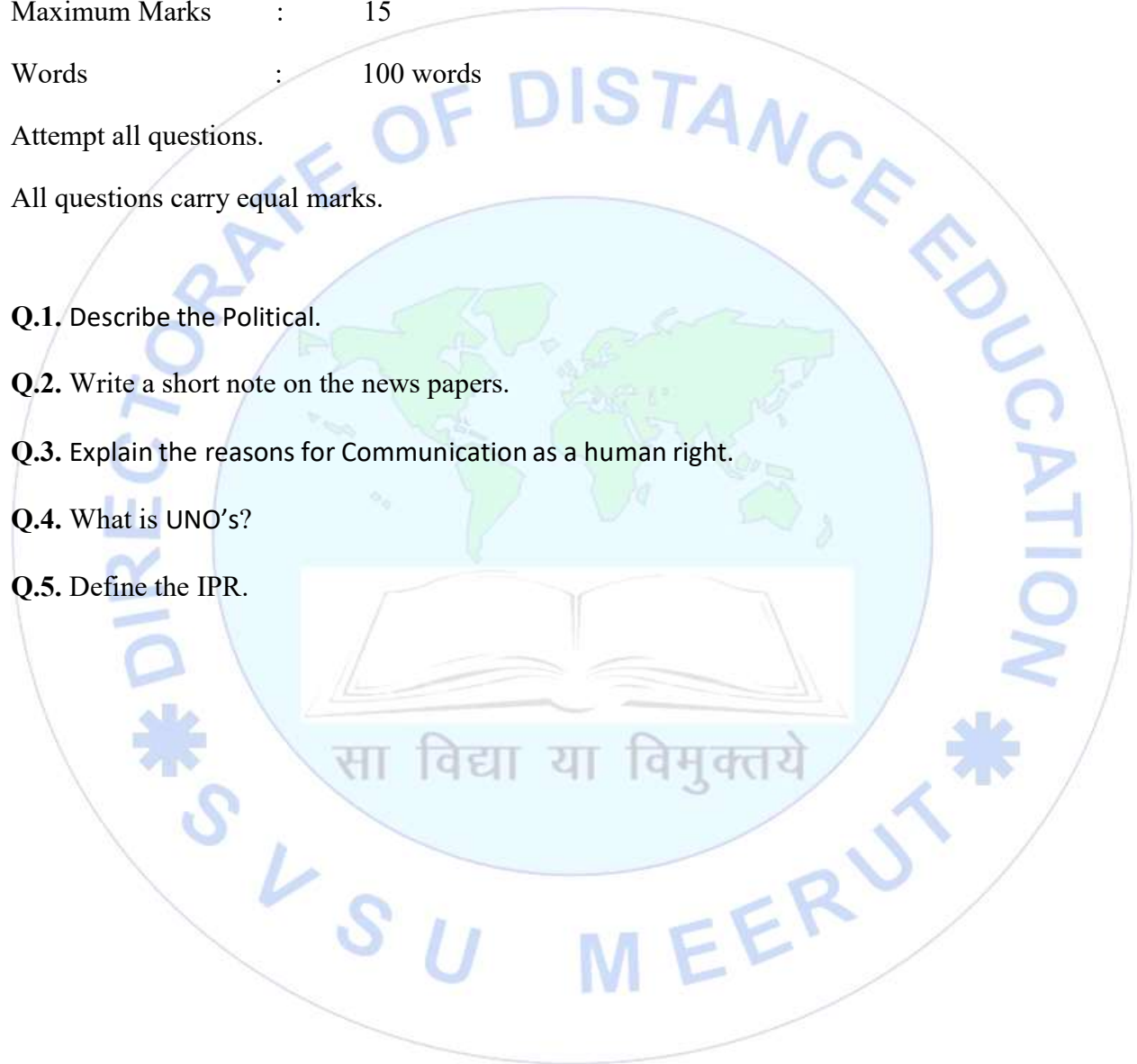
Q.1. Describe the Political.

Q.2. Write a short note on the news papers.

Q.3. Explain the reasons for Communication as a human right.

Q.4. What is UNO's?

Q.5. Define the IPR.



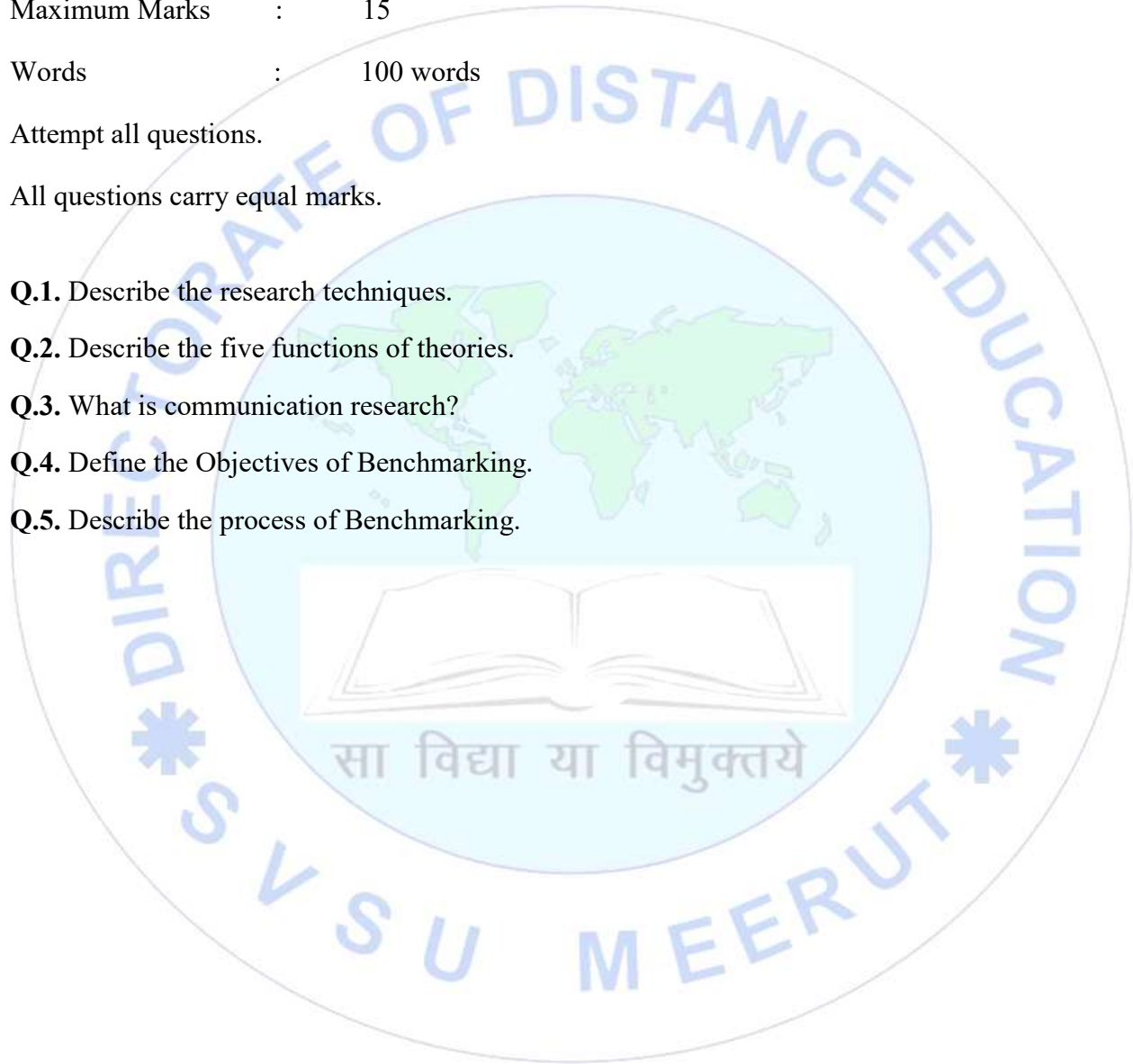
**Directorate of Distance Education
Swami Vivekanand Subharti University
I Year**

Course Code : M.A(JMC)-4
Course Title : Communication Research & Lab
Assignment No. : M.A(JMC)-4/ C-2021
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Describe the research techniques.
Q.2. Describe the five functions of theories.
Q.3. What is communication research?
Q.4. Define the Objectives of Benchmarking.
Q.5. Describe the process of Benchmarking.



**Directorate of Distance Education
Swami Vivekanand Subharti University
I Year**

Course Code : M.A(JMC)-5
Course Title : Media Management and Practices
Assignment No. : M.A(JMC)-5/ C-2021
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1. Describe the Develop relevant display material.

Q.2. Define the crisis management plan.

Q.3. Write an short note on Design publicity material.

Q.4. What is Advertising.

Q.5. Describe the Develop crisis management plan.



**Directorate of Distance Education
Swami Vivekanand Subharti University
I Year**

Course Code : M.A(JMC)-6
Course Title : Indian culture and Human Values
Assignment No. : M.A(JMC)-6/ C-2021
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 What is self exploration.

Q.2 Write an short note on 'Sukh'

Q.3 What is Value Education.

Q.4 Write an short note on human needs and aspirations.

Q.5 Describe the difference between 'Sukh' and 'Suidha'

