

Directorate of Distance Education
Swami Vivekanand Subharti University
II Year

MASTER OF ARTS

(M.A (Journalism & Mass Communication))

M.A (JMC)/ASSIGN/ IV/SEM/C-2020

Assignments

(For December Calendar Batch-2020)

M.A (JMC)-401, M.A (JMC)-402,

M.A (JMC)-403,



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.
MAJMC-1	Inter Cultural Communication and Case Study	3
MAJMC-2	Research Tools & Techniques	4
MAJMC-3	Business Communication and Interview	5

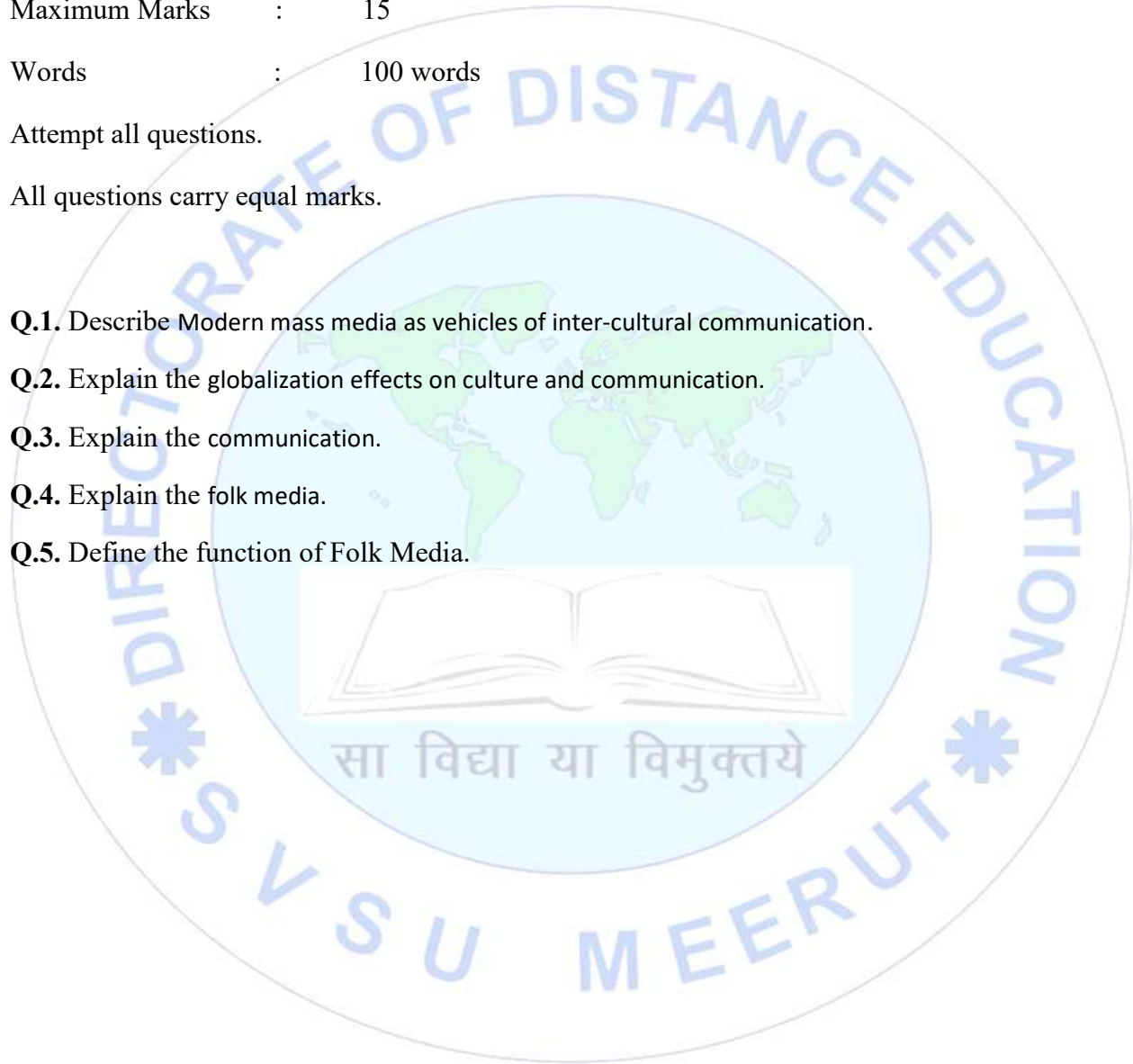
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Course Code : M.A (JMC)- 1
Course Title : Inter Cultural Communication and Case Study
Assignment No. : M.A (JMC)- 1/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Describe Modern mass media as vehicles of inter-cultural communication.
- Q.2.** Explain the globalization effects on culture and communication.
- Q.3.** Explain the communication.
- Q.4.** Explain the folk media.
- Q.5.** Define the function of Folk Media.



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Course Code : M.A (JMC)-2
Course Title : Research Tools & Techniques
Assignment No. : M.A (JMC)-2/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Write an shorts note on Research Techniques.
- Q.2.** Write in detail about the Observation method with examples.
- Q.3.** Define the Research Tools.
- Q.4.** What are the Primary data and how you will use it.
- Q.5.** What do you know about the difference in Primary and Secondary data?

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Course Code : M.A(JMC)-3
Course Title : Business Communication and Interview
Assignment No. M.A(JMC)-3/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1.** Describe the Business Communication.
- Q.2.** Write a short note on communication.
- Q.3.** Explain the process of Interview.
- Q.4.** Explain the types of Interview.
- Q.5.** Write a short note on Online Interview.