

2024-26 and previous batches (Old syllabus)

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M. A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
MAJMC18901BCJ: Basics of Communication and Journalism**

[Max. Marks: 15]

[Min. Marks: 06]

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
3. If it is necessary to quote from any source, give the correct reference.
4. Own handwriting. Leave sufficient margins for the comments of the evaluator.
5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Analyze the concept and nature of communication and examine its necessity in personal, social, and organizational contexts, highlighting major barriers to effective communication.
2. Evaluate the role of interpersonal media and communication skills in shaping social relationships and influencing societal interaction.
3. Describe the concept and nature of mass communication and examine emerging trends and their impact on audiences and society.

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Critically examine the concept, nature, and principles of journalism in the context of changing media environments.
2. Discuss the role of the press as the Fourth Estate and analyze its responsibilities in a democratic society.
3. Examine different types of journalism and critically analyze how they contribute to public awareness, accountability, and social change.

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M. A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
MAJMC18902CT: Communication Theories**

[Max. Marks: 15]

[Min. Marks: 06]

Note:

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5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Critically examine the relevance of basic and interactive communication models in today's digital media environment.
2. Analyze development communication models in the context of social change initiatives in India.
3. Discuss the evolution of communication theories from early limited-effects theories to modern mass communication perspectives.

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Critically analyze communication effects theories in the context of contemporary mass media.
2. Examine press theories in relation to media systems and journalistic practices in India.
3. Analyze the relationship between mass media, audiences, and society in the Indian context.

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M. A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
MAJMC18903HM: History of Media**

[Max. Marks: 15]

[Min. Marks: 06]

Note:

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3. If it is necessary to quote from any source, give the correct reference.
4. Own handwriting. Leave sufficient margins for the comments of the evaluator.
5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Describe the development of the Indian language press and critically evaluate the role of Telugu journalism in regional and national discourse.
2. Analyze the evolution of broadcasting media in India and examine the historical development of Indian cinema, including regional cinema.
3. Evaluate the overall role of mass media in India and critically analyze emerging trends in Indian journalism in the contemporary media landscape.

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Analyze the history of communication in India and examine the role of folk arts media in preserving culture and facilitating social communication.
2. Critically examine the growth of the press in pre-independent India and evaluate its contribution to the freedom movement.
3. Explain the impact of the Emergency and post-Emergency period, including economic liberalization, on the structure, freedom, and functioning of the Indian press.

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M. A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
MAJMC18904WRM: Writing and Reporting for Media**

**[Max. Marks: 15
[Min. Marks: 06**

Note:

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3. If it is necessary to quote from any source, give the correct reference.
4. Own handwriting. Leave sufficient margins for the comments of the evaluator.
5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Discuss journalistic writing as distinct from literary and fictional writing.
2. Analyze the principles of good writing as the foundation of journalism.
3. Evaluate the role of news sources and reporting forms in contemporary journalism.

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Examine the challenges and techniques of writing for electronic media.
2. Critically analyze specialized and investigative reporting in the present media scenario.
3. Discuss the scope and process of feature writing and interviews in media organizations.

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M. A. I YEAR – SEMESTER - 1
Subject: Journalism and Mass Communication
MAJMC18905BM: Broadcast Media**

**[Max. Marks: 15
[Min. Marks: 06**

Note:

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4. Own handwriting. Leave sufficient margins for the comments of the evaluator.
5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Analyze the recommendations of broadcast media enquiry committees and examine their influence on the development of radio, FM, and community radio in India.
2. Examine radio production techniques and sound recording practices, and analyze their role in creating effective audio communication.
3. Analyze the structure of digital television broadcasting and examine the organizational and technological framework of a television news channel.

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Critically examine television technology, studio setup, and field production processes in relation to content quality and audience engagement.
2. Evaluate the process of television production and television news production, highlighting creative and technical challenges.
3. Analyze the concept and nature of films and critically examine the stages involved in film production as a medium of mass communication.

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