

2024-26 and previous batches

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38901AD: ADVERTISING**

[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. Use your own foolscap pages for writing the assignments.
5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Assignment – I

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Analyze the role of advertising within the marketing mix and examine how its strategic importance has evolved with the historical development of advertising.
2. Examine the effectiveness of mass media versus direct and digital/social media in achieving advertising objectives in the contemporary media environment.
3. Critically analyze the functions of an advertising agency and examine how the selection of an appropriate agency influences campaign success.

Assignment – II

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Evaluate the role of support services in strengthening the creative and managerial capabilities of an advertising agency.
2. Analyze the process of advertising campaign planning and examine the impact of globalization on advertising strategies and execution.
3. Examine ethical issues in advertising and analyze the role of research and evaluation in ensuring responsible and effective advertising.

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2024-26 and previous batches (Old syllabus)

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38902DC: DEVELOPMENT COMMUNICATION**

[Max. Marks: 15]

[Min. Marks: 06]

Note:

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6. Completion of this assignment normally should not take more than 45 minutes time.

Assignment – I

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Explain the concept of development in detail.
2. Critically examine the major theoretical approaches to development.
3. Discuss the major models of development and their relevance in contemporary society.

Assignment – II

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Analyze the role of civil society and voluntary organizations in the development process.
2. Examine the structure and functioning of development administration in India.
3. Discuss the relationship between development, planning, and corporatisation.

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2024-26 and previous batches (Old syllabus)

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38903GC: GLOBAL COMMUNICATION**

[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. Use your own foolscap pages for writing the assignments.
5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Assignment – I

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Analyze the basic concepts and major theoretical approaches to international communication and examine their relevance in understanding contemporary global communication issues.
2. Critically examine current issues in international communication in the context of media globalization and transcultural communication environments.
3. Analyze the rise of transnational communication culture and examine the role of media in shaping cultural identities across national boundaries.

Assignment – II

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Examine the role and influence of international news agencies, international media organizations, and agencies promoting freedom of the media in global information dissemination.
2. Critically analyze the imbalance in international information flow and examine how political ideologies shape international communication practices.
3. Evaluate the concept of the New World Information and Communication Order (NWICO) and examine its significance in the democratization of international communication.

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2024-26 and previous batches (Old syllabus)

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - III
Subject: Journalism and Mass Communication
MAJMC38904CR: COMMUNICATION RESEARCH (QUANTITATIVE)**

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

Note:

1. Do not copy the answers directly from any of the books.
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3. If it is necessary to quote from any source, give the correct reference.
4. Use your own foolscap pages for writing the assignments.
5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Assignment – I

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

[5 X 3 = 15 Marks]

1. Describe the concept and significance of research and examine the role of research in the field of mass media.
2. Examine the major areas of communication research and critically analyze the problems faced by communication research in India.
3. Analyze the stages of the research process and examine how the elements of research contribute to the validity and reliability of a study.

Assignment – II

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

[5 X 3 = 15 Marks]

1. Critically examine different types of data and analyze the methods of data gathering, measurement concepts, and their applicability in communication research.
2. Analyze the importance of sampling procedures in research and examine how sampling errors affect research outcomes.
3. Identify the role of basic statistical concepts and measuring instruments in data analysis and critically analyze the importance of effective research report writing.

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2024-26 and previous batches (Old syllabus)

DR. B.R. AMBEDKAR OPEN UNIVERSITY

FACULTY OF SOCIAL SCIENCES

M.A. II YEAR – SEMESTER - III

Subject: Journalism and Mass Communication

MAJMC38905DJ: DIGITAL JOURNALISM

[Max. Marks: 15]

[Min. Marks: 06]

Note:

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4. Use your own foolscap pages for writing the assignments.
5. Leave sufficient margins for the comments of the evaluator.
6. Completion of this assignment normally should not take more than 45 minutes time.

Assignment – I

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Explain the concept and evolution of online journalism.
2. Discuss the concept of convergent journalism in detail.
3. Analyze the changing roles of journalists in the digital era.

Assignment – II

Answer all questions in about 40 lines

[5 X 3 = 15 Marks]

Each question carries 5 marks.

1. Examine the role of online readers in digital journalism.
2. Discuss the importance of web writing and digital publishing tools in cyber journalism.
3. Critically examine the ethical issues in digital journalism.

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