

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48901PR: PUBLIC RELATIONS**

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. 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 are 6.**

Assignment – I

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Assess how the principles of Public Relations contribute to building and sustaining a positive organizational image.
2. Examine how the evolution of Public Relations in India has influenced present-day PR strategies.
3. Evaluate the effectiveness of the RPCE (Research–Planning–Communication–Evaluation) model in planning and implementing Public Relations campaigns.

Assignment – II

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Evaluate the role of Corporate Public Relations and Corporate Social Responsibility (CSR) in enhancing organizational reputation and stakeholder trust.
2. Critically evaluate the ethical challenges faced by Public Relations practitioners in the digital communication environment. Assess how digital Public Relations can balance organizational interests with transparency, accountability, and public trust.
3. Describe the impact of digital technologies and social media on the practice of Public Relations.

DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48902RC: RURAL COMMUNICATION

Note:

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6. **Maximum marks for each assignment are 15, and minimum marks are 6.**

Assignment – I

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

1. Explain the concept, nature, scope, and importance of rural communication. Discuss its role in rural development.
2. Discuss the principles of participatory communication. Explain the significance of rural-specific communication in promoting community participation.
3. You are appointed as a Communication Officer in a village where farmers are reluctant to adopt modern agricultural practices. Prepare a communication plan using participatory communication methods and appropriate media to encourage farmers to adopt the new practices.

Assignment – II

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

1. Explain the role of extension networks in rural communication. Discuss their importance in disseminating information for rural development.
2. Describe the role of rural media in development communication. Explain the communication habits of rural communities and their impact on media use.
3. Assume you have been assigned to evaluate a rural sanitation awareness programme in a village. Explain how you would document the programme and evaluate its effectiveness. Mention the communication tools and evaluation methods you would use.

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M.A. II YEAR – SEMESTER - IV**

Subject: Journalism and Mass Communication

MAJMC48903CR: COMMUNICATION RESEARCH (QUALITATIVE)

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Assignment – I

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Explain the concept, characteristics, and significance of qualitative research. Discuss the different qualitative research methods used in media and communication research.
2. Describe the principles of survey research and interviewing. Compare their advantages, limitations, and applications in communication research.
3. You have been assigned to study the social media usage patterns of university students. Prepare a research design using either a survey or interview method, explaining the sampling technique, data collection process, and the type of information you would collect.

Assignment – II

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Explain the objectives, characteristics, and applications of experimental research and longitudinal research. Distinguish between the two research designs.
2. Discuss the importance of hypothesis testing, research ethics, and report writing in communication research.
3. Select a recent newspaper, television news channel, or social media campaign on a public issue. Explain how you would conduct a content analysis of the selected media content, including the objectives, categories of analysis, data collection, and interpretation of findings.

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FACULTY OF SOCIAL SCIENCES
M.A. II YEAR – SEMESTER - IV
Subject: Journalism and Mass Communication
MAJMC48904ML: MEDIA LITERACY

Note:

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4. 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 are 6.**

Assignment – I

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Analyze the importance of media literacy in enabling individuals to critically understand and interpret mass media content.
2. Critically evaluate the process through which media messages are created, transmitted, and received by audiences
3. Describe the contribution of media studies and books in developing media literacy among citizens. Assess their role in promoting critical thinking and informed media consumption in the digital age.

Assignment – II

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Evaluate the impact of mass media and new media on society. Assess their role in shaping public opinion, cultural values, and social behaviour with appropriate examples.
2. Analyze the application of media literacy in education, governance, health communication, and social development. Recommend strategies for strengthening media literacy across different sectors.
3. Explain the relationship between media influence, media dependency, and democracy in contemporary society.

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