

DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M. A. I YEAR – SEMESTER - II
Subject: Journalism and Mass Communication
MAJMC28901: Mass Communication Theories

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 6.**

Assignment – I

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

[5 X 3 = 15 Marks]

1. Explain the role of mass communication theories in understanding media phenomena.
2. Discuss the historical development and classification of mass communication theories.
3. Select any recent media event or public issue (such as an election, public health campaign, or environmental issue) and analyze it using Agenda-Setting Theory **or** the Two-Step Flow Theory. Explain how the media influenced public opinion in the selected case.

Assignment – II

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

[5 X 3 = 15 Marks]

1. Explain the principles of Cultivation Theory and Uses and Gratifications Theory. Compare their assumptions about media audiences.
2. Discuss the concept of Technological Determinism. Explain the role of media in the formation of the Public Sphere and democratic discourse.
3. Choose a recently introduced technology, social media platform, or government welfare scheme. Analyze its spread among people using the Diffusion of Innovations Theory, identifying the stages of adoption and the role of opinion leaders and mass media in the diffusion process.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
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M. A. I YEAR – SEMESTER - II
Subject: Journalism and Mass Communication
MAJMC28902: Audio Visual Journalism

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 6.**

Assignment – I

Answer all questions in about 40 lines

Each question carries 05 marks.

1. Evaluate the relevance of traditional radio broadcasting in the era of podcasting, webcasting, and digital convergence.
2. Assess how technological advancements have transformed television news production.
3. Analyze the effectiveness of different radio programme formats and radio jockeying styles in attracting and retaining audiences. Recommend the most suitable strategies for enhancing audience engagement in contemporary radio broadcasting.

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Assignment – II

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Assess the importance of effective television script writing and news packaging in influencing audience understanding and engagement.
2. Evaluate the importance of pre-production and post-production processes in producing high-quality television programmes.
3. Critically analyze the impact of media convergence, OTT platforms, and social media on television journalism.

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M. A. I YEAR – SEMESTER - II
Subject: Journalism and Mass Communication
MAJMC28903: Digital Journalism

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 the influence of multimedia, audience behaviour, and media convergence on the changing practices of digital journalism.
2. Evaluate the significance of digital journalism skills, including SEO, analytics, fact-checking, and content management systems, in producing credible and engaging online news content. Justify their importance with suitable examples.
3. Analyze the role of effective script writing and production techniques in creating engaging audio, podcast, and digital video content.

Assignment – II

Answer all questions in about 40 lines

Each question carries 5 marks.

1. Evaluate the effectiveness of content creation and production strategies for social and mobile media journalism. Assess how platform-specific writing styles, multimedia elements, and audience engagement techniques contribute to successful digital communication.
2. Describe the role of visual storytelling, infographics, and digital news promotion strategies in enhancing audience reach and engagement
3. Critically analyze the ethical, legal, and professional challenges faced by digital journalists in the age of social media, mobile journalism, and multimedia reporting.

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