

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-101

Course: Human Communication
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

- | | |
|--|---|
| Q1. Explain the different forms of communication? | 5 |
| Q2. Elaborate the non-verbal communication? | 5 |
| Q3. What are the characteristics of intrapersonal and interpersonal communication? | 5 |

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ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-101

Course: Human Communication
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-II

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|---|---|
| Q1. What is the different sociology of communication? | 5 |
| Q2. Elaborate the convergent model of communication? | 5 |
| Q3. What is the gatekeeping model of communication? | 5 |

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DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-102

Course: Mass Communication
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

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|--|---|
| Q1. Discuss the functions of mass communication in detail. | 5 |
| Q2. What are the role, reach, and future of Indian Cinema? | 5 |
| Q3. Write a brief note on the Democratic Participation Theory. | 5 |

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-102

Course: Mass Communication
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-II

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|--|---|
| Q1. Discuss in detail the effects of mass communication. Give suitable examples. | 5 |
| Q2. How popular culture is influenced by infotainment? | 5 |
| Q3. What are the characteristics of developing societies? Discuss in detail. | 5 |

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ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-103

Course: Print Media
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

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|---|---|
| Q1. Discuss the concept of News with suitable examples. | 5 |
| Q2. Write a note on sports reporting. | 5 |
| Q3. Discuss with suitable examples about Photo Editing. | 5 |

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DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-103

Course: Print Media
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
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ASSIGNMENT-II

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|---|---|
| Q1. Discuss the editing for newspapers with suitable examples. | 5 |
| Q2. What a note on political reporting. | 5 |
| Q3. Discuss with suitable examples about the role of editorial staff. | 5 |

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DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-104

Course: Electronic Media
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

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|---|---|
| Q1. Write a detailed note on the pre-production stage of TV programme production. | 5 |
| Q2. What kind of preparation is required for editing? Discuss in detail. | 5 |
| Q3. Write a detailed note on amplitude modulation and frequency modulation. | 5 |

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DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-104

Course: Electronic Media
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
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ASSIGNMENT-II

- Q1. What are the various formats of radio programme production? Discuss in detail. 5
- Q2. Discuss the organizational structure and services of Doordarshan. 5
- Q3. Write a detailed note on the basics of broadcasting. 5

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ASSIGNMENT-I

Programme: MMC 1st Year
Code: MMC-105

Course: Advertising & Corporate Communication
Total Marks-15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
- IV. Assignment is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

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|--|---|
| Q1. Throw light on the ethical issues in advertising. Discuss in detail with examples. | 5 |
| Q2. Discuss the various types of advertising. | 5 |
| Q3. Define why advertising agencies are hired by advertisers. | 5 |

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DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MMC 1st Year
Code: MMC-105

Course: Advertising & Corporate Communication
Total Marks=15

Important Instructions

- I. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- II. All questions are to be attempted in legible handwriting on plane white A-4 size paper and each page of the assignment carries enrolment no. & subject code.
- III. Assignment should be submitted with front page and content table.
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ASSIGNMENT-II

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|---|---|
| Q1. What are the parts of copy for print advertisements? | 5 |
| Q2. Throw light on appeals in advertising and advertising copy. | 5 |
| Q3. Define the above-the-line and below-the-line media of advertising? Discuss. | 5 |