GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
Centre for Distance and Online Education

Course: M.A. Mass Communication 2nd Semester

Paper: Communication Research

Paper Code: MSM-511 **Max. Marks – 30**

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plane white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
- ***Read "How to upload online Assignments**" and check the Instructions for online submission of Assignments please.*
- ***Each question carries 5 marks.***

ASSIGNMENT-1

1. What is the role and importance of communication research in media studies?
मीडिया अध्ययन (मीडिया स्टडीज़) में संचार अनुसंधान (कम्युनिकेशन रिसर्च) की भूमिका और महत्व क्या है?
2. What is the significance of pre-election studies and exit polls in public surveys?
सार्वजनिक सर्वेक्षणों (पब्लिक सर्वे) में पूर्व-चुनाव अध्ययन (प्री-इलेक्शन स्टडीज़) और एग्ज़िट पोल का क्या महत्व है?
3. Explain the difference between basic and applied research with examples.
मूलभूत अनुसंधान (बेसिक रिसर्च) और अनुप्रयुक्त अनुसंधान (अप्लाइड रिसर्च) के बीच अंतर को उदाहरण सहित समझाएँ।

ASSIGNMENT-2

1. Discuss the various research designs used in communication research.
संचार अनुसंधान (कम्युनिकेशन रिसर्च) में उपयोग किए जाने वाले विभिन्न अनुसंधान डिज़ाइनों (रिसर्च डिज़ाइन्स) पर चर्चा करें।
2. How does research function as a tool for reporting in journalism?
पत्रकारिता (जर्नलिज़्म) में रिपोर्टिंग के लिए अनुसंधान (रिसर्च) एक उपकरण (टूल) के रूप में कैसे कार्य करता है?
3. How does content analysis help in communication research?
सामग्री विश्लेषण (कंटेंट एनालिसिस) संचार अनुसंधान (कम्युनिकेशन रिसर्च) में कैसे सहायक होता है?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
Centre for Distance and Online Education

Course: M.A. Mass Communication 2nd Semester

Paper: Management and Marketing Principles

Paper Code: MSM-512 **Max. Marks – 30**

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plane white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
- ***Read "How to upload online Assignments**" and check the Instructions for online submission of Assignments please.*
- ***Each question carries 5 marks.***

ASSIGNMENT-I

1. Define management. What are the key roles of a manager in an organization?
   प्रबंधन को परिभाषित करें। संगठन में प्रबंधक की मुख्य भूमिकाएँ क्या होती हैं?
2. Discuss the decision-making process in management. How do individuals and groups approach decision make differently?
   प्रबंधन में निर्णय-निर्माण की प्रक्रिया पर चर्चा करें। व्यक्ति और समूह निर्णय-निर्माण में कैसे भिन्न तरीके से कार्य करते हैं?
3. Explain the concept of the marketing mix. What are the 4 P's of marketing?
   विपणन मिश्रण (Marketing Mix) के सिद्धांत को समझाएं। विपणन के 4 P's क्या हैं?

ASSIGNMENT-II

1. How has the marketing scenario in India changed over the years? Discuss some major shifts in the Indian marketing environment.
   वर्षों के दौरान भारत में विपणन परिदृश्य में कैसे बदलाव आया है? भारतीय विपणन वातावरण में कुछ प्रमुख बदलावों पर चर्चा करें।

2. What is Integrated Marketing Communication (IMC)? Why is it important for businesses today?
   इंटीग्रेटेड मार्केटिंग कम्युनिकेशन (IMC) क्या है? आजकल व्यवसायों के लिए यह क्यों महत्वपूर्ण है?

3. Explain the concept of a niche market. How do market leaders and followers differ in their strategies?
   निचे मार्केट (Niche Market) के सिद्धांत को समझाएं। विपणन के नेता और अनुयायी अपनी रणनीतियों में कैसे भिन्न होते हैं?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
Centre for Distance and Online Education

Course: M.A. Mass Communication 2nd Semester

Paper: Media Law

Paper Code: MSM-513 **Max. Marks – 30**

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plane white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
- ***Read "How to upload online Assignments**" and check the Instructions for online submission of Assignments please.*
- ***Each question carries 5 marks.***

ASSIGNMENT-1

Q1. What is Article 19(1)(a) of the Indian Constitution, and what are its reasonable restrictions?
भारतीय संविधान के अनुच्छेद 19(1)(a) का क्या अर्थ है, और इसकी उचित सीमाएँ (रीज़नेबल रिस्ट्रिक्शंस) क्या हैं?

Q2. What are the key provisions of the Laws of Defamation in India?
भारत में मानहानि (डिफेमेशन) संबंधी क़ानूनों के प्रमुख प्रावधान क्या हैं?

Q3. What is the significance of the Official Secrets Act in media reporting?
मीडिया रिपोर्टिंग में ऑफिशियल सीक्रेट्स एक्ट का क्या महत्व है?

ASSIGNMENT-2

Q1. What were the major recommendations of the First and Second Press Commissions in India?
भारत में प्रथम और द्वितीय प्रेस आयोग (प्रेस कमीशन) की प्रमुख सिफ़ारिशें क्या थीं?

Q2. What is the role of the Press Council of India in regulating media ethics?
मीडिया नैतिकता (मीडिया एथिक्स) को नियंत्रित करने में भारतीय प्रेस परिषद (प्रेस काउंसिल ऑफ इंडिया) की क्या भूमिका है?

Q3. How does the IPRA Code of Ethics regulate Public Relations practices?
आईपीआरए आचार संहिता (IPRA Code of Ethics) जनसंपर्क (पब्लिक रिलेशंस) प्रथाओं को कैसे नियंत्रित करती है?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
Centre for Distance and Online Education

Course: M.A. Mass Communication 2nd Semester

Paper: Media Writing-3

Paper Code: MSM-514 **Max. Marks – 30**

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plane white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
- ***Read "How to upload online Assignments**" and check the Instructions for online submission of Assignments please.*
- ***Each question carries 5 marks.***

ASSIGNMENT-1

1: What are the basic characteristics of radio as a medium?
रेडियो को एक माध्यम के रूप में किन विशेषताओं से परिभाषित किया जाता है?

2: What are the different types of radio programs?
रेडियो कार्यक्रमों के विभिन्न प्रकार कौन-कौन से हैं?

3: Explain the importance of visual grammar in television writing.
टेलीविज़न लेखन में दृश्य व्याकरण (विज़ुअल ग्रामर) का महत्व समझाइए।

ASSIGNMENT-2

1: What are the key elements of an effective TV documentary?
प्रभावी टेलीविज़न डॉक्यूमेंट्री के मुख्य तत्व क्या हैं?

2: What is the role of copywriting in advertising?
विज्ञापन लेखन (कॉपीराइटिंग) की क्या भूमिका होती है?

3: Explain the concept of content development in advertising.
विज्ञापन में कंटेंट डेवलपमेंट (सामग्री विकास) की अवधारणा को समझाइए।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
Centre for Distance and Online Education

Course: M.A. Mass Communication 2nd Semester

Paper: Media Writing-4

Paper Code: MSM-515 **Max. Marks – 30**

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plane white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
- ***Read "How to upload online Assignments**" and check the Instructions for online submission of Assignments please.*
- ***Each question carries 5 marks.***

ASSIGNMENT-I

1. What are the essential elements should be included in the process of writing a Radio News Bulletin ?

   रेडियो समाचार बुलेटिन लिखने की प्रक्रिया में कौन-कौन से महत्वपूर्ण तत्व शामिल होते हैं?
2. Discuss the structure and key points that need to be considered in a Radio Drama.

   रेडियो ड्रामा के संरचना और मुख्य बिंदुओं पर चर्चा करें जो ध्यान में रखे जाने चाहिए।
3. What are the key components that should be included in the Tv New script?

   टीवी समाचार कार्यक्रम की स्क्रिप्ट में कौन-कौन से महत्वपूर्ण घटक शामिल होने चाहिए?

ASSIGNMENT-I I

1. What is the difference between writing for Print Ads and Radio Ads? Compare their characteristics.
   प्रिंट विज्ञापनों और रेडियो विज्ञापनों के लेखन में क्या अंतर है? उनके लक्षणों की तुलना करें।
2. How do you design a brochure for advertising? Discuss the key elements to be included in a brochure.

   विज्ञापन के लिए ब्रोशर कैसे डिज़ाइन करते हैं? ब्रोशर में शामिल किए जाने वाले मुख्य तत्वों पर चर्चा करें।
3. How can social media be used to engage the public? Create a sample social media campaign for an environmental issue in your community.

   सोशल मीडिया का उपयोग सार्वजनिक जुड़ाव के लिए कैसे किया जा सकता है? अपने समुदाय में एक पर्यावरणीय मुद्दे के लिए एक सोशल मीडिया अभियान तैयार करें।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
Centre for Distance and Online Education

Course: M.A. Mass Communication 2nd Semester

Paper: General Current Awareness-II

Paper Code: MSM-516 **Max. Marks – 30**

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plane white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
- ***Read "How to upload online Assignments**" and check the Instructions for online submission of Assignments please.*
- ***Each question carries 5 marks.***

ASSIGNMENT -1

1. What are the key features of the Indian Constitution?
भारतीय संविधान की प्रमुख विशेषताएँ क्या हैं?

2. Explain the election process in India.
भारत में चुनाव प्रक्रिया की व्याख्या करें।

3. What is the role of NHRC in protecting human rights?
मानवाधिकार संरक्षण में NHRC की क्या भूमिका है?

ASSIGNMENT-2

1. Discuss the impact of terrorism on human rights.
मानवाधिकारों पर आतंकवाद के प्रभाव पर चर्चा करें।

2. What were the main causes of the Cold War?
शीत युद्ध के मुख्य कारण क्या थे?

3. How does India's foreign policy impact its relations with neighboring countries?
भारत की विदेश नीति उसके पड़ोसी देशों के साथ संबंधों को कैसे प्रभावित करती है?