

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 2nd Semester

Paper: Sociology and Communication

Paper Code: BAMC-106

Max. Marks -20

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries 5 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.*

ASSIGNMENT-I

1. What is the relevance of sociology in understanding the social world?
समाजिक दुनिया को समझने में समाजशास्त्र का क्या महत्व है?
2. How does social change occur, and what are some of the factors that contribute to it?
सामाजिक परिवर्तन कैसे होता है, और इसके लिए कौन से कारक जिम्मेदार होते हैं?

ASSIGNMENT-II

1. What is Habermas's concept of the public sphere, and why is it important for democracy?
हैबरमास का सार्वजनिक क्षेत्र का सिद्धांत क्या है, और यह लोकतंत्र के लिए क्यों महत्वपूर्ण है?
2. How does communication relate to power in Weber's theory?
वेबर के सिद्धांत में संचार का शक्ति से क्या संबंध है?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 2nd Semester

Paper: Mass Communication: An Introduction

Paper Code: BAMC-107

Max. Marks -20

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ASSIGNMENT -I

1. What are the key elements of mass communication?
जन संचार (मास कम्युनिकेशन) के मुख्य तत्व क्या हैं?
2. How does the Shannon and Weaver model explain the communication process?
शैनन और वीवर मॉडल संचार प्रक्रिया को कैसे समझाता है?

ASSIGNMENT -II

1. What are the main differences between the Hypodermic Needle Theory and the Uses and Gratifications Theory?
हाइपोडर्मिक नीडल थ्योरी और यूजेज़ एंड ग्रैटिफिकेशन थ्योरी के बीच मुख्य अंतर क्या हैं?
2. What role does visual communication play in mass media?
दृश्य संचार (विज़ुअल कम्युनिकेशन) जनसंचार (मास मीडिया) में क्या भूमिका निभाता है?

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Course: B.A. Mass Communication 2nd Semester

Paper: News Reporting

Paper Code: BAMC-108

Max. Marks -20

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ASSIGNMENT -I

1. What are the different formats of newspapers and magazines, including the Internet?
अखबारों और पत्रिकाओं के विभिन्न प्रारूप कौन-कौन से हैं, जिनमें इंटरनेट भी शामिल है?
2. Explain the importance of pre-launch research and marketing for a newspaper.
अखबार के लिए पूर्व-लॉन्च अनुसंधान और विपणन का महत्व समझाइए।

ASSIGNMENT -II

3. What are the key strategies for newspaper circulation management?
अखबार के प्रसार प्रबंधन की प्रमुख रणनीतियाँ क्या हैं?
4. How does test marketing help in newspaper and magazine production?
अखबार और पत्रिका उत्पादन में परीक्षण विपणन (टेस्ट मार्केटिंग) कैसे सहायक होता है?

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Course: B.A. Mass Communication 2nd Semester

Paper: Language in Media-1 (English)

Paper Code: BAMC-109

Max. Marks -20

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- ***Last Date of submission of assignments is 30th April 2024***

ASSIGNMENT -I

1. What were some historical factors that contributed to the growth of English in India?
2. What is the purpose of practicing tense in English language?

ASSIGNMENT -II

1. How can you improve your spelling skills?
2. What are the 7Cs of effective news writing? Explain each one briefly.

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Course: B.A. Mass Communication 2nd Semester

Paper: Personality Development Skills

Paper Code: BAMC-110

Max. Marks -20

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ASSIGNMENT -I

1. Explain the various elements of non-verbal communication.
अशाब्दिक संचार के विभिन्न तत्वों की व्याख्या करें।
2. “Social etiquettes and mannerism are crucial part of personality development” Explain.
"सामाजिक शिष्टाचार और व्यवहार व्यक्तित्व विकास का महत्वपूर्ण हिस्सा हैं" स्पष्ट करें।

ASSIGNMENT -II

1. Explain the importance of time management for a professional journalist.
एक पेशेवर पत्रकार के लिए समय प्रबंधन के महत्व को समझाइये।
2. What is the difference between memos and letters in official communication.
आधिकारिक संचार में मेमो और पत्रों के बीच क्या अंतर है?