

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

Course: B.A. Mass Communication 6th Semester

Paper: Introduction To Online Journalism

Paper Code: BAMC-126

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. How do search engines work, and why are they essential for digital media?
सर्च इंजन कैसे काम करते हैं, और ये डिजिटल मीडिया के लिए क्यों महत्वपूर्ण हैं?
2. List and explain three key features of digital media.
डिजिटल मीडिया की तीन प्रमुख विशेषताएँ सूचीबद्ध करें और समझाएँ।

ASSIGNMENT-II

1. Explain the concept of crowd-sourcing in online journalism. How does it aid in news gathering?
ऑनलाइन पत्रकारिता में क्राउड-सोर्सिंग का सिद्धांत समझाएँ। यह समाचार संग्रहण में कैसे मदद करता है?
2. Why is it important to integrate multimedia elements (audio, video, images) in online journalism?
ऑनलाइन पत्रकारिता में मल्टीमीडिया तत्वों (ऑडियो, वीडियो, चित्र) को एकीकृत करना क्यों महत्वपूर्ण है?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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Course: B.A. Mass Communication 6th Semester

Paper: New Media

Paper Code: BAMC-127

Max. Marks -20

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ASSIGNMENT-I

1. What are the key characteristics of computer-mediated communication (CMC)?
कंप्यूटर-मध्यस्थ संचार (CMC) की मुख्य विशेषताएँ क्या हैं?
2. How has social media changed participatory journalism?
सोशल मीडिया ने भागीदारी पत्रकारिता को कैसे बदल दिया है?

ASSIGNMENT-II

1. What is the difference between linear and non-linear writing?
रैखिक (लिनियर) और अ-रैखिक (नॉन-लिनियर) लेखन में क्या अंतर है?
2. What role does alternative journalism play in the digital age?
डिजिटल युग में वैकल्पिक पत्रकारिता की क्या भूमिका है?

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CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: B.A. Mass Communication 6th Semester

Paper: Advertising & Public Relations

Paper Code: BAMC-128

Max. Marks -20

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ASSIGNMENT -I

1. Explain the meaning and history of advertising.
विज्ञापन का अर्थ और इतिहास समझाइए।
2. What is the role of advertising in the marketing mix?
विपणन मिश्रण (मार्केटिंग मिक्स) में विज्ञापन की क्या भूमिका है?

ASSIGNMENT -II

1. Describe the AIDA model in advertising.
विज्ञापन में AIDA मॉडल का वर्णन करें।
2. What are the functions of public relations?
जनसंपर्क (पब्लिक रिलेशंस) के कार्य क्या हैं?

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Course: B.A. Mass Communication 6th Semester

Paper: Marketing Communication

Paper Code: BAMC-129

Max. Marks -20

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ASSIGNMENT-I

1. What are the key principles of social marketing?
सामाजिक विपणन (सोशल मार्केटिंग) के मुख्य सिद्धांत क्या हैं?
2. How does online shopping influence consumer purchasing decisions?
ऑनलाइन शॉपिंग उपभोक्ता की खरीदारी के फैसलों को कैसे प्रभावित करती है?

ASSIGNMENT-II

1. What is the role of mobile marketing in e-commerce?
ई-कॉमर्स में मोबाइल मार्केटिंग की क्या भूमिका है?
2. What are the essential components of an effective social marketing campaign?
एक प्रभावी सामाजिक विपणन अभियान के आवश्यक घटक क्या हैं?

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Course: B.A. Mass Communication 6th Semester

Paper: Writing for Visuals

Paper Code: BAMC-130

Max. Marks -20

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ASSIGNMENT -1

1. What are the different types of blogs in new media?
नए मीडिया में ब्लॉग के विभिन्न प्रकार कौन-कौन से हैं?
2. How does social media influence public opinion?
सोशल मीडिया जनमत को कैसे प्रभावित करता है?

ASSIGNMENT -II

1. What is the significance of writing articles for online platforms?
ऑनलाइन प्लेटफॉर्म के लिए लेख लिखने का क्या महत्व है?
2. Explain the role of photo features in digital journalism.
डिजिटल पत्रकारिता में फोटो फीचर की क्या भूमिका होती है?