

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**

**DIRECTOTE OF DISTANCE EDUCATION**

**Course: M.A. Mass Communication 3<sup>rd</sup> Semester**

**Paper: Mass Media Structure and Management**

**Paper Code: MSM-521**

**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 carries your **Enrolment Number**.*
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- ***Each questions carries 5 marks.***
- ***Last Date of submission of assignments is 15th Jan 2024.***

**ASSIGNMENT-I**

1. Explain the organizational structure of a newspaper and the key aspects of its management.

समाचार पत्र की संगठनात्मक संरचना और उसके प्रबंधन के मुख्य पहलुओं की व्याख्या करें।

2. Discuss the economics of producing newspapers and magazines, highlighting the factors that influence production costs.

समाचार पत्रों और पत्रिकाओं की उत्पादन की अर्थशास्त्र, जिसमें उत्पादन लागतों को प्रभावित करने वाले कारकों पर विचार दिया गया है, की चर्चा करें।

3. Compare and contrast the administrative structures of Prasar Bharti and private channels in India.

भारत में प्रसार भारती और निजी चैनलों की प्रशासनिक संरचनाओं की तुलना करें और उनकी विशेषताओं पर चर्चा करें।

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**ASSIGNMENT-I I**

1. Analyze the ownership and control dynamics of radio and television in the context of the Indian media landscape.

भारतीय मीडिया पर दृश्य के संदर्भ में रेडियो और टेलीविजन के स्वामित्व और नियंत्रण के गतिशीलता का विश्लेषण करें।

2. Describe the functioning of advertising agencies, emphasizing their structure and key operational functions.

विज्ञापन एजेंसियों की कार्यप्रणाली, उनकी संरचना और मुख्य संचालन कार्यों पर विस्तार से व्याख्या करें।

3. Elaborate on the process of budgeting for an advertising campaign, including the factors that influence effective budget allocation.

विज्ञापन प्रचारण के लिए बजट बनाने की प्रक्रिया पर विस्तार से चर्चा करें, जिसमें प्रभावी बजट आवंटन पर प्रभावित करने वाले कारकों पर ध्यान दिया गया है।

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**Assignment -1**

1. Define news in the Indian context.  
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2. Explain economic reporting.  
आर्थिक ररपरत्रटिग की व्याख्या करें।
3. Write a brief note on sources of sports news.  
खेल समाचार की सूचना स्रतरं पर संक्षेप नरट त्रलखें।

**Assignment -2**

1. What is news agency reporting?  
समाचार एिंसी ररपरत्रटिग क्या है?
2. Briefly review a book which you have read recently?  
हाल ही में आपने त्रकताब की संक्षेप समीक्षा करें, त्रिसकर आपने हाल ही में पढा हर?
3. What is precision journalism?

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प्रेत्रसिन िनथत्रलज्म क्या है?

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**Course: M.A. Mass Communication 3<sup>rd</sup> Semester**

**Paper: Electronic Media**

**Paper Code: MSM-523-DDE**

**Max. Marks – 30**

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**ASSIGNMENT-I**

1. What strategies do radio producers use to engage their target audience and maintain their interest throughout a program, and how does this engagement impact listener retention and the success of the show?  
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2. What are the primary types of microphones used in TV production, and how do their features and designs suit different recording scenarios, such as studio interviews, field reporting, or live events?  
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3. What are the best practices for effective camera handling, including considerations for stability, focus, and composition, and how can these techniques contribute to capturing high-

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quality photos and videos in various shooting scenarios?

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### ASSIGNMENT-II

1. Can you explain the importance of pre-production meetings in the radio program production process, including the roles of the producer, host, and technical team in coordinating the show's content and execution?

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2. Can you describe the organizational structure of Doordarshan and its various functions in the context of serving as India's national public broadcaster, including its role in disseminating news, entertainment, cultural content, and educational programming?

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3. What are the fundamental principles of audio editing for radio, and how do they differ from video editing for television?

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**Course: M.A. Mass Communication 3<sup>rd</sup> Semester**

**Paper: Advertising Creativity and Consumer Behavior**

**Paper Code: MSM-523-C**

**Max. Marks – 30**

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**ASSIGNMENT-I**

1. Why Advertising is important? What is its effect on our life?

उत्तर लिखिए कि विज्ञापन क्यों महत्वपूर्ण है? यह हमारे जीवन पर क्या प्रभाव डालता है?

2. What do you understand by Elaboration likelihood Model?

उत्तर लिखिए कि विस्तारण संभाव्यता मॉडल क्या है?

3. Explain the role of advertising in Marketing Mix?

उत्तर लिखिए कि विज्ञापन के विपणन मिश्रण में क्या भूमिका है?

**ASSIGNMENT-II**

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1. What are the elements of Copy Writing?

कॉपी राइटरिंग के कौनसे तत्व हैं?

2. Explain the principles of Design?

डिजाइन के सिद्धांतों का विवरण दें।

3. What are various appeals used in advertising?

विज्ञापन में प्रयुक्त विभिन्न अपीलें कौनसी हैं?



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**Course: M.A. Mass Communication 3<sup>rd</sup> Semester**

**Paper: PR Principles and Tools**

**Paper Code: MSM-523-D**

**Max. Marks -30**

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**ASSIGNMENT-I**

Q 1. Write a detailed note on the fundamentals of Public Relations.

पब्लिक ररलेशन्सके मूल त्रसद्ांतरं पर त्रिस्तार से त्रटप्पणी करें।

Q.2 Discuss in detail the importance of Public Relations in the present time.

त्रिथमान समय में पब्लिक ररलेशन्सके महत्व की त्रिस्तार से चचाथ करें।

Q 3. Write a detailed note on corporate image building.

कॉर्पोरेट इमेि त्रनमाथण पर त्रिस्तार से त्रटप्पणी करें।

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**ASSIGNMENT-I I**

1. Discuss in detail the similarities and differences between advertising and PR.

प्रचारण और पब्लिक ररलेशन्सके बीच समानताएँ और त्रभन्नताएँ त्रिस्तार से चचाथ करें।

2. Write a detailed note on the tools you PR.

पब्लिक ररलेशन्सके उपकरणरं पर त्रिस्तार से त्रटप्पणी करें।

3. Discuss in detail the various aspects of service marketing.

सेिा त्रिपणनेक त्रिभन्न पहलुओं पर त्रिस्तार से चचाथ करें।

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