

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

PROGRAMME: M.A. MASS COMMUNICATION 1ST SEMESTER

SUBJECT: INTRODUCTION TO MASS COMMUNICATION

PAPER CODE-MSM 501

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.*
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 - *Last Date of submission of assignments is 30th Nov, 2024*

ASSIGNMENT-I

Q1. Define communication and explain its key elements.

संचार को परिभाषित करें और इसके प्रमुख तत्वों की व्याख्या करें।

Q2. What is Shannon and Weaver's Model of Communication, and how does it describe the communication process?

शैनन और वीवर का संचार मॉडल क्या है, और यह संचार प्रक्रिया का वर्णन कैसे करता है?

Q3. Explain the 'Agenda Setting Theory' in mass communication.

जनसंचार में 'एजेंडा सेटिंग थ्योरी' की व्याख्या करें।

ASSIGNMENT-II

Q1. What is the role of mass communication in development? Provide examples.

विकास में जनसंचार की क्या भूमिका है? उदाहरण दें।

Q2. What are the main features of the 'Social Responsibility' theory of the media system?

मीडिया प्रणाली के 'सामाजिक उत्तरदायित्व' सिद्धांत की मुख्य विशेषताएँ क्या हैं?

Q3. Differentiate between verbal and non-verbal communication with examples.

मौखिक और गैर-मौखिक संचार के बीच उदाहरणों के साथ अंतर करें।

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

Programme: M.A. Mass Communication 1st Semester
Subject: Communication & Information Technology
Paper Code: MSM-502

Max. Marks -30

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ASSIGNMENT-I

Q-1 What do you mean by Microwave Communication?

माइक्रोवेव संचार से आप क्या समझते हैं?

Q-2 What are the advantages and disadvantages of satellite and cable television?

सैटेलाइट और केबल टेलीविजन के क्या फायदे और नुकसान हैं?

Q-3 Explain Computer Networks. What are the different types of CN, also briefly discuss topologies.

कंप्यूटर नेटवर्क के बारे में बताएं। सीएन के विभिन्न प्रकार क्या हैं, टोपोलॉजी पर भी संक्षेप में चर्चा करें।

ASSIGNMENT-II

Q-1 Describe the features of Twitter.

ट्विटर की विशेषताएँ बताएं ।

Q-2 Define the types of E-advertisements.

ई-विज्ञापन के प्रकार को परिभाषित करें।

Q-3 Write two characteristics of a web page.

वेब पेज की दो विशेषताएँ लिखिए?

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CENTRE FOR DISTANCE AND ONLINE EDUCATION

Programme: M.A. Mass Communication 1st Semester

Subject: Graphics And Media Production

Paper Code -MSM 503

Max. Marks -30

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ASSIGNMENT-I

Q1. What are the key elements and principles of design in graphic production?

ग्राफिक उत्पादन में डिजाइन के मुख्य तत्व और सिद्धांत क्या हैं?

Q2. Explain the difference between brochures, leaflets, and booklets as types of print publications.

प्रिंट प्रकाशनों के प्रकार के रूप में ब्रोशर, लीफलेट और बुकलेट के बीच अंतर बताएं।

Q3. What are the different digital image formats, and when would you use each one (e.g., JPEG, PNG, GIF, TIFF)?

विभिन्न डिजिटल छवि प्रारूप क्या हैं, और आप प्रत्येक का उपयोग कब करेंगे (उदाहरण के लिए, JPEG, PNG, GIF, TIFF)?

ASSIGNMENT-II

Q1. What are the basic steps involved in audio recording for an audio-visual production?

ऑडियो-विज़ुअल उत्पादन के लिए ऑडियो रिकॉर्डिंग में शामिल बुनियादी चरण क्या हैं?

Q2. How do printing paper choices affect the cost and quality of printed material?

प्रिंटिंग पेपर का चुनाव मुद्रित सामग्री की लागत और गुणवत्ता को कैसे प्रभावित करता है?

Q3. Describe the function of different parts of a digital camera.

डिजिटल कैमरे के विभिन्न भागों के कार्य का वर्णन करें।

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CENTRE FOR DISTANCE AND ONLINE EDUCATION

Course: M.A. Mass Communication 1st Semester

Paper: Media Writing -1

Paper Code: MSM-504

Max. Marks -30

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ASSIGNMENT-I

Q-1 Why Authenticity and Credibility are given so much importance in writing?

लेखन में प्रामाणिकता और विश्वसनीयता को इतना महत्व क्यों दिया जाता है?

Q-2 Discuss the reporting process? Discuss with suitable examples.

रिपोर्टिंग प्रक्रिया पर चर्चा करें? उपयुक्त उदाहरणों सहित चर्चा करें।

Q-3 What is a news analysis? Discuss in detail siting examples.

समाचार विश्लेषण क्या है? उदाहरणों सहित विस्तार से चर्चा करें।

ASSIGNMENT-II

Q-1 What are the various types of features in media writing? Discuss in detail.

मीडिया लेखन में विभिन्न प्रकार की फीचर क्या हैं? विस्तार से चर्चा करें.

Q-2 Who writes an editorial in a newspaper? Discuss it briefly.

अखबार में संपादकीय कौन लिखता है? इस पर संक्षेप में चर्चा करें.

Q-3 What is a memo in Business Communication?

बिजनेस कम्युनिकेशन में मेमो क्या है?

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Course: M.A. Mass Communication 1st Semester

Paper: Media Writing- 2

Paper Code: MSM-505

Max. Marks - 30

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ASSIGNMENT-1

Q.1 Explain the key components of a News Report.

एक समाचार रिपोर्ट के मुख्य घटक क्या हैं? समझाइए।

Q.2 What are the differences between an article and a feature?

एक लेख और फीचर के बीच क्या अंतर हैं?

Q. 3 How is a press release structured?

एक प्रेस विज्ञप्ति की संरचना कैसे होती है?

ASSIGNMENT-II

Q.1 Describe the importance of caption writing for photographs.

फोटो के लिए कैप्शन लेखन का महत्व क्या है? वर्णन करें।

Q.2 What are the key elements to consider while making a newspaper page layout?

अखबार के पेज लेआउट बनाते समय किन प्रमुख तत्वों का ध्यान रखना चाहिए?

Q.3 Write a short note on Development Journalism.

विकास पत्रकारिता पर एक संक्षिप्त टिप्पणी लिखें।

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Course: M.A. Mass Communication 1st Semester

Paper: General Current Awareness-1

Paper Code: MSM-506

Max. Marks - 30

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ASSIGNMENT-1

Q.1 Describe the significance of the caste system in the modernization of Indian society.

भारतीय समाज के आधुनिकीकरण में जाति व्यवस्था का महत्त्व समझाइए।

Q.2 What are the main teachings of the Bhagavad Gita?

भगवद गीता की मुख्य शिक्षाओं का वर्णन करें।

Q.3 Explain the concept of culture in the Mughal and British periods.

मुगल और ब्रिटिश काल में संस्कृति की अवधारणा की व्याख्या करें।

ASSIGNMENT-11

Q.1 Discuss the impact of Gandhian philosophy on India's Five-Year Plans.

भारत की पंचवर्षीय योजनाओं पर गांधीवादी दर्शन के प्रभाव पर चर्चा करें।

Q.2 What were the main objectives of the Green Revolution in India?

भारत में हरित क्रांति के मुख्य उद्देश्य क्या थे?

Q.3 Outline the role of international organizations like the IMF and World Bank in India's economic development.

भारत के आर्थिक विकास में IMF और विश्व बैंक जैसे अंतर्राष्ट्रीय संगठनों की भूमिका पर प्रकाश डालें।