

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**

**Course: B.A. Mass Communication 3<sup>rd</sup> Year**

**Paper: Reporting**

**Paper Code: BMC-111**

**Max. Marks -30**

**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. Write a detailed note on the principles of reporting.

रिपोर्टिंग के सिद्धांतों पर विस्तृत विवेक रचणी करें।

2. Discuss in detail the functions and responsibilities of reporters.

रिपोर्टरों के कर्तव्यों और रिम्मेडियरीयों की विस्तृत विवेक चर्चा करें।

3. Write a detailed note on the various news values.

विविध समाचार मूल्यों पर विस्तृत विवेक रचणी करें।

**ASSIGNMENT-II**

1. Discuss in detail the functions and responsibilities of sub-editors.

सिब-विपदकों के कर्तव्यों और रिम्मेडियरीयों की विस्तृत विवेक चर्चा करें।

2. Write a detailed note on reporting for radio.

रेडियो के लिए रिपोर्टिंग पर विस्तृत विवेक रचणी करें।

3. Discuss in detail the various aspects of political reporting.

विधिनिर्णयक रिपोर्टिंग के रिर्ति पहिँओ परि रिस्थिति विँे चच कियें।

Course: B.A. Mass Communication 3<sup>rd</sup> Year

Paper: Editing

Paper Code: BMC-112

Max. Marks -30

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### **ASSIGNMENT-I**

Q1 What is the primary role of editorial staff in your organization or field?

आपके विगठन क्षेत्र में विपदकीय कमचरियों की प्रथमक विूर्मक क्या है?

Q2 What are the fundamental principles that guide the work of an editor in your field or organization?

विँे कौन विँे मूविँित रिदित हैं विँे आपके क्षेत्र में

विगठन में एक विपदक के कथम कथ मगदरन किये हैं?

Q3 How has the role and structure of the news desk evolved with the shift to digital media and online platforms?

रिटि मीरिँ औँि ऑनविँिधन प्लेटफ़ॉम परि बदविँिध के विध विमधविँिँे स्क की विूर्मक औँि

विँिचन कै विँे रिक्ति हुई है?



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**Course: B.A. Mass Communication 3<sup>rd</sup> Year**

**Paper: Advertising and Public Relations**

**Paper Code: BMC-113**

**Max. Marks -30**

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**ASSIGNMENT-I**

1. Some people say advertising informs; some others say that it creates images. What do you think advertising does? Discuss in detail.

कुछ लोग कहते हैं कि विज्ञापन सूचित करता है, कुछ अन्य कहते हैं कि यह छवियाँ बनाता है। आपके अनुसार विज्ञापन क्या करता है? किस तरह से

2. Discuss the importance of style in a press release.

एक प्रेस कम्युनिकेशन में शैली के महत्व पर चर्चा करें।

3. Write a detailed note on classification of advertising by media used citing examples.

उदाहरण देते हुए प्रयुक्त माध्यमों द्वारा विज्ञापन के वर्गीकरण पर एक विस्तृत नोट लिखें।

**ASSIGNMENT-II**

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1. Write a detailed note on advertising appeals citing suitable examples.

उपयुक्त उदाहरणों का हिला देते हुए कज्ञापन अपीलो पर एक कस्तृत नोट लखें।

2. Discuss in detail the role of advertising as persuasive communication.

पेरक सार के रूप में कज्ञापन की भूमिका पर कस्तार से ििा करें।

3. Discuss the various functions or services of an advertising agency.

एक कज्ञापन एजेंसी के कभिन्न कायों या सेिाओं पर ििा करें।

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**Paper: Introduction to New Media**

**Paper Code: BMC-114**

**Max. Marks -30**

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**ASSIGNMENT-I**

Q.1 What is the meaning of "New Media," and how has it grown over time?

"न्यू मीडिया" कथ अथ क्या है, औऱ इन्में विविध नुविधि कै  
विशेषीकृत हुई है?

Q.2 Describe the nature and scope of New Media and its primary functions.

न्यू मीडिया कथ स्वरूप औऱ विस्तार कथ विविध दें, औऱ इसके प्रथमक  
कार्य की चर्चा करें।

Q.3 List three key features of New Media.

न्यू मीडिया की तीन प्रमुख विशेषताएँ विवृत करें।

**ASSIGNMENT-II**

Q.1 What is the role of ICANN in Internet governance, and why is it important?

इन्टरनेट गवर्नेंस में ICANN की भूमिका औऱ इसका महत्व क्या है?

Q.2 Define "Netiquette" and explain its significance in online communication.

"नेटवर्क ट" कथ विनय कर्तव्य औऱ ऑनलाइन विविध में  
इसका महत्व कै विशेष है।

Q.3 Briefly explain the terms "Hypermedia," "DTP," and "Video Streaming" in the context of New Media.

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न्यू मीरिथ के दिदि में "हथपिमिरीथ," "िीटीपी," औि  
"िीरिथी स्ीरमग" के बी कथ दिक्षेप में िणन किं ।