

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

PROGRAMME: B.A. Mass Communication 2ND SEMESTER

SUBJECT: 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 equal marks.
- 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.
- **Typed, Xerox or AI generated Copies of Assignments will not be accepted in any case. If it finds and examiner gives on it zero marks, there is no way to resubmit it.**
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- The student needs to upload assignments on students' portal.

ASSIGNMENT -1

Q1. Define sociology and discuss its scope, nature, and fundamental concepts such as society, community, family, and institution. 5

समाजशास्त्र को परिभाषित करें और उसकी दृष्टि, स्वभाव, और मौलिक अवधारणाओं जैसे समाज, समुदाय, परिवार, और संस्था की चर्चा करें।

Q2. What is culture? Discuss the characteristics of culture and the various elements that constitute it, such as language, norms, beliefs, and values. 5

संस्कृति क्या है? संस्कृति की विशेषताओं और उसमें शामिल तत्वों जैसे भाषा, नियम, विश्वास और मूल्यों की चर्चा करें।

ASSIGNMENT-II

Q1. Define intercultural communication and differentiate between the concepts of subculture and folk culture. 5

अंतरसांस्कृतिक संचार की परिभाषा दें और उपसमुदाय और लोक संस्कृति के अवधारणाओं के बीच भिन्नता का विवरण दें।

Q2. Critically evaluate Marshall McLuhan's famous statement, "The medium is the message," and its implications for understanding the effects of media on culture. 5

मार्शल मैकलूहान के प्रसिद्ध बयान "माध्यम संदेश है" का समालोचनात्मक मूल्यांकन करें, और सांस्कृतिक परिणामों पर मीडिया के प्रभाव को समझने के लिए इसके परिणामों का विश्लेषण करें।

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PROGRAMME: B.A. Mass Communication 2ND SEMESTER

SUBJECT: MASS COMMUNICATION AN INTRODUCTION

PAPER CODE - BAMC -107

MAX. MARKS -20

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ASSIGNMENT -1

Q1. Define the recent changes in the newspaper world with examples. 5

समाचार-पत्र जगत में हुए हालिया परिवर्तनों को उदाहरण सहित परिभाषित करें।

Q2. Write a brief note on the hypodermic needle theory. 5

हाइपोडर्मिक सुई सिद्धांत पर एक संक्षिप्त नोट लिखें।

ASSIGNMENT-II

Q1. Throw some light on the information role of mass media. 5

जनसंचार माध्यमों की सूचना भूमिका पर कुछ प्रकाश डालें।

Q2. Write a brief note on the effects of mass media in detail. 5

जनसंचार माध्यमों के प्रभावों पर विस्तार से एक संक्षिप्त टिप्पणी लिखिए।

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PROGRAMME: B.A. Mass Communication 2ND SEMESTER

SUBJECT: NEWS REPORTING

PAPER CODE –BAMC 108

MAX. MARKS -20

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ASSIGNMENT-I

Q1. Differentiate between hard news and soft news with suitable examples. Discuss the basic components of a news story.

कठोर समाचार और सॉफ्ट समाचार के बीच उपयुक्त उदाहरणों के साथ अंतर करें। एक समाचार कहानी के बुनियादी घटकों पर चर्चा करें।

Q2. Discuss the role and key functions of a reporter. What are the essential qualities required for effective news coverage?

एक रिपोर्टर की भूमिका और प्रमुख कार्यों पर चर्चा करें। प्रभावी समाचार कवरेज के लिए आवश्यक गुण क्या हैं?

ASSIGNMENT-II

Q1. Explain how a reporter should approach covering special beats like crime, courts, local reporting, and sports.

एक रिपोर्टर को अपराध, अदालतों, स्थानीय रिपोर्टिंग और खेल जैसे विशेष बीट को कवर करने के लिए कैसे दृष्टिकोण अपनाना चाहिए, इसकी व्याख्या करें।

Q2. Differentiate between a news article and a feature article. What are the key elements of an editorial piece?

समाचार लेख और एक फीचर लेख के बीच अंतर करें। एक संपादकीय टुकड़े के प्रमुख तत्व क्या हैं?

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PROGRAMME: B.A. Mass Communication 2ND SEMESTER

SUBJECT: LANGUAGE IN MEDIA -1 I (English)

PAPER CODE - BAMC -109

MAX. MARKS -20

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ASSIGNMENT-I

- Q.1 Explain essentials of good writing. 5
- Q.2 Describe different forms of writing? 5

ASSIGNMENT-II

- Q.1 Write a review about the film you have seen recently? 5
- Q.2 Write in your own words about the essentials in writing for the web portal? 5

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PROGRAMME: B.A. Mass Communication 2ND SEMESTER

SUBJECT: PERSONALITY DEVELOPMENT SKILLS

PAPER CODE - BAMC -110

MAX. MARKS -20

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ASSIGNMENT-I

Q1. Explain the various elements of non-verbal communication. 5

अशाब्दिक संचार के विभिन्न तत्वों की व्याख्या करें।

Q2. "Social etiquettes and mannerism are crucial part of personality development" Explain.5

"सामाजिक शिष्टाचार और व्यवहार व्यक्तित्व विकास का महत्वपूर्ण हिस्सा हैं" स्पष्ट करें।

ASSIGNMENT-II

Q1. Explain the importance of time management for a professional journalist. 5

एक पेशेवर पत्रकार के लिए समय प्रबंधन के महत्व को समझाइये।

Q2. What is the difference between memos and letters in official communication. 5

आधिकारिक संचार में मेमो और पत्रों के बीच क्या अंतर है?

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PROGRAMME: B.A. Mass Communication 2ND SEMESTER

SUBJECT: ENVOIRNMENTAL STUDIES

PAPER CODE – EVS 201-L

MAX. MARKS -20

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ASSIGNMENT-I

Q.1 Discuss the importance of public awareness in addressing environmental issues. 5

पर्यावरणीय मुद्दों को संबोधित करने में जन जागरूकता के महत्व पर चर्चा करें।

Q.2 Explain the different types of natural resources and the problems associated with them. 5

विभिन्न प्रकार के प्राकृतिक संसाधनों और उनसे जुड़ी समस्याओं की व्याख्या कीजिए।

ASSIGNMENT- II

Q.1 Describe the characteristics and functions of an ecosystem. 5

एक पारिस्थितिकी तंत्र की विशेषताओं और कार्यों का वर्णन करें।

Q.2 Discuss the causes and effects of air pollution and suggest control measures. 5

वायु प्रदूषण के कारणों और प्रभावों पर चर्चा करें और नियंत्रण के उपाय सुझाएं।