Last Date of Submission: 10-01-2024

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**

**Bhupen Hazarika School of Mass Communication**

HOME ASSIGNMENT FOR DIPLOMA IN MASS COMMUNICATION

FIRST SEMESTER, 2023

**Last date for submission of home assignment is 10th January, 2024**

Last Date of Submission: 10-01-2024

**Receipt**

Received the assignment from Mr/Ms ……., Enrollment number …… of 1st **Semester, 2023 Diploma in Mass Communication** on …… 2023.

Date: Signature of collector with seal

N.B. The learners will have to collect receipt after submitting the assignment with the signature and seal of the collector of study centre and will have to keep with him/her till the declaration of result.

……

Last Date of Submission: 10-01-2024

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**

**Bhupen Hazarika School of Mass Communication**

**Home Assignment**

**PGDMC 01 : Concept of Communication**

**First Semester, 2023**

**Total Marks: 50**

**[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]**

**Answer the following questions within 300-400 words**
**Marks: 10×5= 50**

Q 1: 'Communication is sharing of experiences on the basis of commonness – Explain.

Q.2 : Trace the origin and development of communication through the ages

Q.3 : How can communication barriers cause problem in the process of communication?

Q.4 : What is the importance of the different elements of communication process?

Q.5: Explain the significance of environmental journalism in the present day context.

Q.2 : Write a note on the media coverage of the environmental conservation issues.

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**Home Assignment**

**PGDMC 02: Communication Theory**

**First Semester, 2023**

**Total Marks: 50**

**[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]**

**A. Answer the following questions within 300-400 words**
**Marks: 10x5 = 50**

Q 1: What are the advantages and disadvantages of communication models ?

Q.2 : What are the different aspects of the Aristotle's model of communication?

Q.3 : What does the Diffusion of Innovations model signify?

Q.4 : Discuss the Katz and Lazarsfeld's Two Step Flow Model

Q.5 : Write a note on the media coverage of the environmental conservation issues..

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**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**

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**Home Assignment**

**PGDMC 03: Media Studies**

**First Semester, 2023**

**Total Marks: 50**

**[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]**

**A. Answer the following questions within 300-400 words**
**Marks: 10×5= 50**

Q 1: How would you define audience? Why is it important in connection with Mass Communication?

Q.2 : Explain the terms 'reach' and 'access' in the context of mass communication.

Q.3 : What role did the mass media play during pre-Independence era ?

Q 4: Want are the strengths and weaknesses of radio in comparison to television?

Q 5: What factors are responsible for climate change?

Last Date of Submission: 10-01-2024

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**

**Bhupen Hazarika School of Mass Communication**

**Home Assignment**

**PGDMC 04 : Media Laws and Ethics**

**First Semester, 2023**

**Total Marks: 50**

**[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]**

**A. Answer the following questions within 300-400 words**
**Marks: 10×5= 50**

Q 1: Write a note on the importance of ethics in advertising and public relations.

Q.2 : Analyze constitutional guarantees and limitations on Freedom of Speech and Expression

Q.3 : Discuss the effect of Legislative and Parliamentary privileges on media reporting

Q.4 : Describe 'privacy' in relation to media's intrusion into it.

Q.5 : What is the necessity of popularising environmental studies at the school level ?