KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

MA in Journalism and Mass Communication

DSC (Core) : Reporting for Print

Second Semester, 2024

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 in about 300-400 words
Marks: 10x5 =50

Last date for submission of home assignment is 30/06/2024

Q.1 : Why a lot of emphasis is given on objectivity and authenticity of news these days?

Q.2 : What constitutes a good news story? Explain it in the context of the different news values.

Q.3 : What are the qualities and responsibilities of a good reporter?

Q.4 : Write a note on 'Media and the Social Construction of the Environment'.

Q.5: Additional question in lieu of MCQ

What do you mean by beat reporting? Why different beats are assigned to different reporters?

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

MA in Journalism and Mass Communication

DSC (Core) : Editing for Print

Second Semester, 2024

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 in about 300-400 words
Marks: 10x5 =50

Last date for submission of home assignment is 30/06/2024

Q.1 : What is the importance of editing in a news organisation?

Q.2 : Does an editor need to adhere to the media code of ethics while discharging his or hr responsibility? Why?

Q.3 : What are the principles of copy editing?

Q.4 : What is the role of media in environmental education?

Q.5: Additional question in lieu of MCQ

What are the qualities of a good photograph?

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

MA in Journalism and Mass Communication

DSC (Core) : Advertising and Public Relations

Second Semester, 2024

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 in about 300-400 words
Marks: 10x5 =50

Last date for submission of home assignment is 30/06/2024

Q.1 : What are the functions of the Advertising Standards Council of India?

Q.2 : What are the different stages of an advertising layout?

Q.3 : Write a note on the growth of modern public relations in India.

Q.4 : What are your thoughts on the environmental impact of increased digital use?

Q.5: Additional question in lieu of MCQ

Why is it necessary to select the right form of media for a Public Relations campaign?

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

MA in Journalism and Mass Communication

DSC (Elective) : New Media and Computer Application

Second Semester, 2024

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 in about 300-400 words
Marks: 10x5 =50

Last date for submission of home assignment is 30/06/2024

Q.1 : New media vehicles have given rise to a new media culture'- Elucidate the statement with proper examples.

Q.2 : What are the effects of new media on the media industry?

Q.3 : How have computers changed the way people communicate?

Q.4 : What according to you are some of the biggest problems facing the environment?

Q.5: Additional question in lieu of MCQ

What are the legal restrictions on software?

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

MA in Journalism and Mass Communication

VAC : Advertising Strategy

Second Semester, 2024

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 in about 300-400 words
Marks: 10x5 =50

Last date for submission of home assignment is 30/06/2024

Q 1: What are the important objectives of advertising? Describe the perspectives under which social implications of advertising can be described?

Q 2: Define Integrated Marketing Communication (IMC)? State its barriers.

Q 3: Analyze the important steps in media planning? Discuss their importance.

Q 4: How can advertising impact the environment? Discuss with examples.

Additional Question in lieu of MCQ

Q 5: Describe the role of humour and music in advertising.