KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

HOME ASSIGNMENT FOR MASTER IN MASS COMMUNICATION

FOURTH SEMESTER,2017

Receipt

Received the assignment from

Mr/Ms……Enrollment number……of

4th **Semester, 2017 MMC** on……2017.

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COURSE: SCIENCE COMMUNICATION (OPTIONAL) (MMC -13)

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 50 words.** Marks: 2X3=6

Q.1: Who for the first time introduced the concept of 'scientific temperament' in India? What does it signify?

Q.2: What do you mean by 'health communication'?

Q.3: What are the different kinds of defamation?

B. **Answer the following questions within 100 words** Marks:4X3=12

Q1: ' Science seeks to comprehend the nature and explanation of scientific knowledge and its ethical implications'- Explain.

Q.2 : Can 'infotainment' and 'entertainment' be used interchangeably? Why?

Q..3 : Do you think the spread of scientific knowledge can bring about a change in the way people think and inculcate the spirit of rationality in the common people? Explain.

C. **Answer the following questions within 150-300 words**. Marks: 6X2=12

Q.1: Has the use of broadcast and digital media opened a new vista of science communication in India? Explain with the help of examples.

Q.2 : What are the important points that must be kept in mind while writing a good introduction in case of science news stories?

D. **Answer the following questions within 300-500 words**. Marks:10X2=20

Q1: Discuss the contribution of 'Orunodoi' in communicating science in Assamese literature.

Q.2 : According to Robert Cox, 'Media and environmental journalism' is one of the major areas of study in the field of environmental communication. How can media help in creating environmental awareness?

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COURSE: MEDIA MANAGEMENT (OPTIONAL) (MMC-14)

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 50 words. Marks: 2X3=6

Q1: What are the different aspects of business journalism?

Q.2: Why is it necessary to give emphasis on writing skills in case of business communication?

Q.3: Do you consider management to be an interdisciplinary approach? Why?

B. Answer the following questions within 100 words. Marks:4X3=12

Q1: What is the importance of communication in any business organization?

Q.2 : What is the difference between electronic news gathering and electronic field production?

Q.3 : Write a note on the evolution of management thought.

C. Answer the following questions within 150 words. Marks:6X2=12

Q1: What is the role of technology in the functioning of a business organization?

Q.2: What are the main functions of the advertising department in a newspaper organization?

D. Answer the following questions within 300 words. Marks:10X2=20

Q1: Discuss the ownership patterns of mass media in India.

Q.2: What constitutes a project report? Explain the format of a project report with the help of an example.

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COURSE: COMMUNICATION RESEARCH (MMC- 16)

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 50 words. Marks:2X3=6

Q1: What is the difference between descriptive and analytical research?

Q.2: What are the different scientific methods that are usually used in case of quantitative research?

Q.3: Why is it necessary to formulate a research problem in case of any research study?

B. Answer the following questions within 100 words. Marks:4X3=12

Q1: 'Research is an organized and systematic way of finding answers to questions'- Explain.

Q.2: What is the importance of mass communication research in the present day context?

Q.3: What are the different types of survey?

C. Answer the following questions within 150 words. Marks:6X2=12

Q1: What do you mean by research design? What are the features of a good research design?

Q.2: 'Questionnaire is the heart of a survey operation'- What are the essential characteristics of a good questionnaire?

D. Answer the following questions within 300 words. Marks:10X2=20

Q1: What are the different methods of primary data collection?

Q.2 : Describe the procedure of content analysis as given by Heman in 1968.

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