KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

HOME ASSIGNMENT FOR DIPLOMA IN MASS COMMUNICATION

SECOND SEMESTER, 2023

Receipt

Received the assignment from Mr/Ms ……., Enrollment number …… of 2nd 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.
……

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

PGDMC S2-01: Journalism

Second Semester, 2023

Total Marks: 13

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

A. Answer any one of the following questions within 150 words Marks: 1×5= 5

1. What is news value? Define with appropriate examples.
2. Briefly describe the four stages of news editing?
3. Explain the types of Headlines based on number of lines and alignment.

B. Answer any one of the following questions within 150 words Marks: 1×5= 5

1. Discuss the significance of journalism in our daily life.
2. News agencies are essential sources of news for any new organization. Justify the statement by explaining the roles and functions of a news agency.
3. What do you understand by Beat in journalism? Why is it necessary to assign different beats to different reporters?

C. Answer any one of the following questions within 75 words Marks: 1×3= 3

1. Write a soft story on deforestation and Assam Government's upcoming plantation drive in October.
2. Write a short note on media coverage on Deepor Beel and wetland conservation.

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

PGDMC S2-02 : Advertising and Public Relations

Second Semester, 2023

Total Marks: 13

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

A. Answer any one of the following questions within 150 words **Marks: 1×5= 5**

1. Briefly explain the different advertisement layouts.
2. What is Film Advertising? Briefly describe with example.
3. Is Propaganda a type of Publicity? Elaborate in your own words.

B. Answer any one of the following questions within 150 words **Marks: 1×5= 5**

1. Explain with example the types or classification of Newspaper advertising.
2. How do you design an advertising campaign strategy? Explain with and example.
3. Briefly describe your understanding of Marketing Mix.

C. Answer any one of the following questions within 75 words **Marks: 1×3= 3**

1. Write a Press Release on Environment Day Celebration at your institute.
2. Illustrate a Surrogate advertising for print on deforestation.

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

PGDMC 08-01: New Media and Computer Application

Second Semester, 2023

Total Marks: 13

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

A. Answer any one of the following questions within 150 words Marks: 1×5= 5

1. Discuss how New Media and computer technologies have influenced the advertising world.
2. Elaborate the role of Americans in the development of Computer Technology.
3. Write briefly about different types of Computer.

B. Answer any one of the following questions within 150 words Marks: 1×5= 5

1. Enumerate the advantages of Digital Technology.
4. Write a note on Operating System.
5. What is Offset Printing? Explain

C. Answer any one of the following questions within 75 words Marks: 1×3= 3

1. Write a blog piece on proposed garbage dumping in Chandrapur.
2. Illustrate the steps for power-point presentation on World Environment Day at KKHSOU.