

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

Programme: M.A. Mass Communication 1st Semester

Subject: Introduction to Mass Communication

Paper Code-MSM 501

Max. Marks-30

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *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.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal**.*
 - ***Read “How to upload online Assignments”, and check the Instructions for online submission of Assignments please.***
 - ***Last Date of submission of assignments is 31st Jan, 2026.***

ASSIGNMENT-I

Q1. What are the main functions of communication in society?

समाज में संचार के प्रमुख कार्य कौन-कौन से हैं?

Q2. Explain the difference between intrapersonal communication and interpersonal communication.

अंतःव्यक्तिगत संचार और अंतर्व्यक्तिगत संचार में अंतर स्पष्ट कीजिए।

Q3. Describe Lasswell's model of communication with its formula.

लासवेल के संचार मॉडल का विवरण उसकी सूत्रबद्ध व्याख्या सहित दीजिए।

ASSIGNMENT-II

Q1. What is the Magic Bullet Theory? Give its limitations.

मैजिक बुलेट सिद्धांत क्या है? इसकी सीमाएँ बताइए।

Q2. Explain the concept of Development Communication with suitable examples from India.

भारत के उपयुक्त उदाहरणों सहित विकास संचार की अवधारणा समझाइए।

Q3. Discuss the characteristic features of the audience of mass media.

जनसंचार माध्यमों के दर्शकों/श्रोताओं की विशेषताओं पर चर्चा कीजिए।

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

Programme: M.A. Mass Communication 1st Semester

Subject: Communication & Information Technology

Paper Code: MSM-502

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *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.***
- *Each page of the assignments must carry your **Enrolment Number.***
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal.***
- ***Read "How to upload online Assignments", and check the Instructions for online submission of Assignments please.***
- ***Last Date of submission of assignments is 31st Jan, 2026.***

ASSIGNMENT-I

- Q-1 Define Information Literacy. How is it different from Digital Literacy?
सूचना साक्षरता को परिभाषित कीजिए। यह डिजिटल साक्षरता से किस प्रकार भिन्न है?
- Q-2 Who is a Prosumer? Explain with a suitable example.
प्रोस्यूमर कौन होता है? उपयुक्त उदाहरण सहित समझाइए।
- Q-3. What is misinformation? How is it different from disinformation
मिथ्या सूचना (Misinformation) क्या है? यह दुष्प्रचार (Disinformation) से किस प्रकार अलग है?

ASSIGNMENT-II

- Q-1 Explain the role of computers in mass media.
जनसंचार माध्यमों में कंप्यूटर की भूमिका स्पष्ट कीजिए।
- Q-2 What are the basic multimedia elements? Explain briefly.
मल्टीमीडिया के मूल तत्व कौन-कौन से हैं? संक्षेप में समझाइए।
- Q-3 What is Cyber Security? Why is it important in E-commerce?
साइबर सुरक्षा क्या है? ई-कॉमर्स में यह क्यों महत्वपूर्ण है?

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

Programme: M.A. Mass Communication 1st Semester

Subject: Graphics And Media Production

Paper Code -MSM 503

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all** questions from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *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.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal**.*
 - ***Read “How to upload online Assignments”, and check the Instructions for online submission of Assignments please.***
 - ***Last Date of submission of assignments is 31st Jan, 2026***

ASSIGNMENT-I

Q1. Explain the basic elements of design with examples.

डिज़ाइन के मूल तत्वों की व्याख्या उदाहरण सहित कीजिए।

Q2. What factors should be considered while choosing fonts in a design layout?

डिज़ाइन लेआउट में फॉन्ट चुनते समय किन कारकों पर ध्यान देना चाहिए?

Q3. Differentiate between a leaflet and a brochure.

लीफलेट और ब्रोशर में अंतर स्पष्ट कीजिए।

ASSIGNMENT-II

Q1. Write a short note on different digital image formats (JPEG, PNG, GIF, TIFF).

विभिन्न डिजिटल इमेज फॉर्मेट (JPEG, PNG, GIF, TIFF) पर संक्षिप्त टिप्पणी लिखिए।

Q2. What is display resolution and aspect ratio in digital photography?

डिजिटल फोटोग्राफी में डिस्प्ले रेज़ोल्यूशन और आस्पेक्ट रेशियो क्या होते हैं?

Q3. What is display resolution and aspect ratio in digital photography?

डिजिटल फोटोग्राफी में डिस्प्ले रेज़ोल्यूशन और आस्पेक्ट रेशियो क्या होते हैं?

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

Course: M.A. Mass Communication 1st Semester

Paper: Media Writing -1

Paper Code: MSM-504

Max. Marks -30

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *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.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal**.*
- ***Read "How to upload online Assignments"**, and check the Instructions for online submission of Assignments please.*
- ***Last Date of submission of assignments is 31st Jan, 2026.***

ASSIGNMENT-I

- Q-1 Why is clarity and credibility important in writing? Explain briefly.
लेखन में स्पष्टता और विश्वसनीयता क्यों महत्वपूर्ण है? संक्षेप में समझाइए।
- Q-2 What is the role of structure and style in effective writing?
प्रभावी लेखन में संरचना और शैली की क्या भूमिका है?
- Q-3 Differentiate between a news story and a feature story with examples.
समाचार कथा और फीचर कथा में अंतर स्पष्ट कीजिए, उदाहरण सहित।

ASSIGNMENT-II

- Q-1 What are the essential steps in the basics of editing?
संपादन की मूलभूत प्रक्रियाएँ कौन-कौन सी हैं?
- Q-2 What is a press release? How is it different from a news story?
प्रेस विज्ञप्ति क्या है? यह समाचार कथा से किस प्रकार भिन्न है?
- Q-3 Explain the importance of writing for development with suitable examples.
विकास हेतु लेखन का महत्व उपयुक्त उदाहरणों सहित समझाइए।

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

Course: M.A. Mass Communication 1st Semester

Paper: Media Writing- 2

Paper Code: MSM-505

Max. Marks - 30

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all** questions from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *All questions are to be attempted in **legible handwriting and written** on plain white A-4 size paper along with front page and content table.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal**.*
- ***Read "How to upload online Assignments"**, and check the Instructions for online submission of Assignments please.*
- ***Last Date of submission of assignments is 31st Jan, 2026.***

ASSIGNMENT-1

Q.1 What are the essential features of a well-written news report? Explain with examples how event reporting differs from opinion writing.

अच्छी समाचार रिपोर्ट की आवश्यक विशेषताएँ क्या हैं? उदाहरणों के साथ समझाइए कि घटना रिपोर्टिंग राय लेखन से कैसे भिन्न होती है।

Q.2 Define an article. Discuss the role of style, clarity, and credibility while writing an article.

लेख को परिभाषित कीजिए। लेख लिखते समय शैली, स्पष्टता और विश्वसनीयता की भूमिका समझाइए।

Q.3 Explain the characteristics of a feature story. How does it engage the reader differently than a standard news report?

फीचर स्टोरी की विशेषताएँ बताइए। यह सामान्य समाचार रिपोर्ट की तुलना में पाठक को कैसे अलग तरीके से जोड़ती है?

ASSIGNMENT-2

Q.1 What is a press release? Discuss the structure and key components that make a press release effective.

प्रेस विज्ञप्ति क्या है? इसका ढांचा और मुख्य घटक समझाइए जो इसे प्रभावी बनाते हैं।

Q.2 Explain the difference between a development story and a development article. How do they contribute to informing the public?

विकास कहानी और विकास लेख में अंतर समझाइए। ये जनता को सूचित करने में कैसे योगदान देते हैं?

Q.3 Describe the principles of newspaper and magazine page design. How does caption writing enhance the visual appeal of a page?

समाचार पत्र और पत्रिका पृष्ठ डिज़ाइन के सिद्धांत बताइए। फोटो कैप्शन लिखना पृष्ठ की दृश्य आकर्षकता को कैसे बढ़ाता है?

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

Course: M.A. Mass Communication 1st Semester

Paper: General Current Awareness-1

Paper Code: MSM-506

Max. Marks - 30

Note: Important Instructions for submission of Online-Assignments.

- *Attempt **all questions** from the following both assignments. Each question carries equal marks.*
- ***Typed and Xerox Copies of Assignments will not be accepted in any case.***
- *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.*
- *Each page of the assignments must carry your **Enrolment Number**.*
- *The Student needs to scan all pages of handwritten assignment in **PDF format** size, of maximum **data 10 MB** per assignment.*
- *The student needs to upload assignments on **students' portal**.*
- ***Read "How to upload online Assignments"**, and check the Instructions for online submission of Assignments please.*
- ***Last Date of submission of assignments is 31st Jan, 2026.***

ASSIGNMENT-1

Q.1 Name two Indian and two international industrial or financial institutions. State one function of each.

दो भारतीय और दो अंतरराष्ट्रीय औद्योगिक या वित्तीय संस्थानों के नाम बताइए। प्रत्येक का एक कार्य लिखिए।

Q.2 What are the features of India's mixed economy? Name two impacts of urban migration. भारत की मिश्रित अर्थव्यवस्था की विशेषताएँ क्या हैं? शहरी पलायन के दो प्रभाव बताइए।

Q.3 What are Green, White, and Blue Revolutions? Give one achievement of each. हरित, श्वेत और नील क्रांति क्या हैं? प्रत्येक की एक उपलब्धि बताइए।

ASSIGNMENT-II

Q.1 What is the caste system and how has modernization affected Indian families? जाति व्यवस्था क्या है और आधुनिकता ने भारतीय परिवारों को कैसे प्रभावित किया है?

Q.2 Name two Indian epics and two religious scriptures. Mention their importance.

दो भारतीय महाकाव्य और दो धार्मिक ग्रंथ नाम कीजिए। इनके महत्व का उल्लेख कीजिए।

Q.3 List the main periods of Indian history and one key feature of each.

भारतीय इतिहास के मुख्य कालों को सूचीबद्ध कीजिए और प्रत्येक की एक प्रमुख विशेषता बताइए।