

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, 2027.

ASSIGNMENT-I

Q1. Define communication and explain any three elements of communication.

संचार को परिभाषित कीजिए और संचार के किन्हीं तीन तत्वों को समझाइए।

Q2. What is mass communication? Explain any three of its features.

जनसंचार क्या है? इसकी किन्हीं तीन विशेषताओं को समझाइए।

Q3. Explain the Shannon-Weaver model of communication.

शैनन-वीवर संचार मॉडल को समझाइए।

ASSIGNMENT-II

Q1. Explain the Agenda Setting theory of mass communication.

जनसंचार के एजेंडा सेटिंग सिद्धांत को समझाइए।

Q2. Write a short note on the Spiral of Silence theory.

स्पाइरल ऑफ साइलेंस सिद्धांत पर संक्षिप्त टिप्पणी लिखिए।

Q3. Differentiate between Authoritarian and Libertarian media theories.

अधिनायकवादी (ऑथोरिटेरियन) और उदारवादी (लिबरटेरियन) मीडिया सिद्धांतों में अंतर स्पष्ट 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

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ASSIGNMENT-I

Q1. Define Digital Literacy and Media Literacy.

डिजिटल साक्षरता और मीडिया साक्षरता को परिभाषित कीजिए।

Q2. What is fake news? Explain any two of its types.

फेक न्यूज़ क्या है? इसके किन्हीं दो प्रकारों को समझाइए।

Q3. Explain any two old technologies used in mass media (Facsimile, Teletext, Videotext, Morse Code).

जनसंचार में प्रयुक्त किन्हीं दो पुरानी तकनीकों (फैक्सिमिली, टेलीटेक्स्ट, वीडियोटेक्स्ट, मोर्स कोड) को समझाइए।

ASSIGNMENT-II

Q1. Differentiate between Information Producer, Consumer and Prosumer.

सूचना निर्माता (प्रोड्यूसर), उपभोक्ता (कंज्यूमर) और प्रोज्यूमर में अंतर स्पष्ट कीजिए।

Q2. What is the Domain Name System (DNS)? Explain briefly.

डोमेन नेम सिस्टम (DNS) क्या है? संक्षेप में समझाइए।

Q3. Write a short note on cyber security.

साइबर सुरक्षा पर संक्षिप्त टिप्पणी लिखिए।

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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

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ASSIGNMENT-I

Q1. Explain any three principles of design.

डिज़ाइन के किन्हीं तीन सिद्धांतों को समझाइए।

Q2. What is Desktop Publishing (DTP)? Explain briefly.

डेस्कटॉप पब्लिशिंग (डीटीपी) क्या है? संक्षेप में समझाइए।

Q3. Differentiate between a brochure and a booklet.

ब्रोशर और बुकलेट में अंतर स्पष्ट कीजिए।

ASSIGNMENT-II

Q1. Differentiate between JPEG and PNG image formats.

जेपीईजी (JPEG) और पीएनजी (PNG) इमेज फॉर्मेट में अंतर स्पष्ट कीजिए।

Q2. What is display resolution and aspect ratio? Explain briefly.

डिस्प्ले रिज़ॉल्यूशन और आस्पेक्ट रेशियो क्या है? संक्षेप में समझाइए।

Q3. Write a short note on the basics of audio recording.

ऑडियो रिकॉर्डिंग की मूल बातों पर संक्षिप्त टिप्पणी लिखिए।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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Programme: M.A. Mass Communication 1st Semester

Subject: Media Writing-1

Paper Code-MSM 504

Max. Marks-30

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ASSIGNMENT-I

Q1. Explain the importance of clarity and credibility in writing.

लेखन में स्पष्टता और विश्वसनीयता के महत्व को समझाइए।

Q2. Differentiate between a news story and a feature.

समाचार कहानी (न्यूज़ स्टोरी) और फीचर में अंतर स्पष्ट कीजिए।

Q3. What is a press release? Explain briefly.

प्रेस विज्ञप्ति (प्रेस रिलीज़) क्या है? संक्षेप में समझाइए।

ASSIGNMENT-II

Q1. Write a short note on the basics of PR writing.

पीआर लेखन की मूल बातों पर संक्षिप्त टिप्पणी लिखिए।

Q2. What is a backgrounder? Explain briefly.

बैकग्राउंडर क्या है? संक्षेप में समझाइए।

Q3. Write a short note on Development Reporting.

विकास रिपोर्टिंग (डेवलपमेंट रिपोर्टिंग) पर संक्षिप्त टिप्पणी लिखिए।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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Programme: M.A. Mass Communication 1st Semester

Subject: Media Writing -2

Paper Code-MSM 505

Max. Marks-30

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ASSIGNMENT-I

Q1. Write a short news report (approx. 150-200 words) on any local event.

किसी स्थानीय घटना पर एक संक्षिप्त समाचार रिपोर्ट (लगभग 150-200 शब्दों में) लिखिए।

Q2. Write a caption for any one photograph of your choice.

अपनी पसंद की किसी एक तस्वीर के लिए कैप्शन लिखिए।

Q3. Draft a short press release (approx. 100-150 words).

एक संक्षिप्त प्रेस विज्ञप्ति (लगभग 100-150 शब्दों में) तैयार कीजिए।

ASSIGNMENT-II

Q1. Write a short development story (approx. 150 words) on a government scheme.

किसी सरकारी योजना पर एक संक्षिप्त विकास कहानी (लगभग 150 शब्दों में) लिखिए।

Q2. Write a short backgrounder (approx. 100 words) on any current issue.

किसी वर्तमान मुद्दे पर एक संक्षिप्त बैकग्राउंडर (लगभग 100 शब्दों में) लिखिए।

Q3. Write a short human interest story (approx. 150 words).

एक संक्षिप्त ह्यूमन इंटरेस्ट स्टोरी (लगभग 150 शब्दों में) लिखिए।

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Programme: M.A. Mass Communication 1st Semester

Subject: General Current Awareness-I

Paper Code-MSM 506

Max. Marks-30

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ASSIGNMENT-I

Q1. Write a short note on the modernization of Indian society.

भारतीय समाज के आधुनिकीकरण पर संक्षिप्त टिप्पणी लिखिए।

Q2. Explain the significance of the Vedas in Indian culture.

भारतीय संस्कृति में वेदों के महत्व को समझाइए।

Q3. Write a short note on any one event of India's freedom struggle.

भारत के स्वतंत्रता संग्राम की किसी एक घटना पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. What is meant by the Green Revolution? Explain briefly.

हरित क्रांति से क्या तात्पर्य है? संक्षेप में समझाइए।

Q2. Write a short note on the role of the Reserve Bank of India (RBI).

भारतीय रिज़र्व बैंक (आरबीआई) की भूमिका पर संक्षिप्त टिप्पणी लिखिए।

Q3. What is meant by Liberalization? Explain briefly.

उदारीकरण (लिबरलाइज़ेशन) से क्या तात्पर्य है? संक्षेप में समझाइए।