

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Mass Media: Structure and Management

Paper Code-MSM 521

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.
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- Last Date of submission of assignments is 31st Jan, 2027.

ASSIGNMENT-I

Q1. Explain the organizational structure of a newspaper.

एक समाचार पत्र की संगठनात्मक संरचना को समझाइए।

Q2. What is meant by ownership and control of Radio and TV? Explain briefly.

रेडियो और टीवी के स्वामित्व और नियंत्रण से क्या तात्पर्य है? संक्षेप में समझाइए।

Q3. Write a short note on the Ad Agency Commission system.

विज्ञापन एजेंसी कमीशन प्रणाली पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. Explain the structure and functions of a PR department.

एक पीआर विभाग की संरचना और कार्यों को समझाइए।

Q2. What is meant by empanelling of an advertising agency? Explain briefly.

विज्ञापन एजेंसी के एम्पैनलमेंट से क्या तात्पर्य है? संक्षेप में समझाइए।

Q3. Write a short note on the economics of producing programmes for television.

टेलीविज़न कार्यक्रमों के निर्माण की अर्थव्यवस्था पर संक्षिप्त टिप्पणी लिखिए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Dissertation

Paper Code-MSM 522

Max. Marks-30

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ASSIGNMENT-I

Q1. Explain the process of selecting a topic for a dissertation.

शोध प्रबंध (डिसर्टेशन) के लिए विषय चयन की प्रक्रिया को समझाइए।

Q2. What is a research proposal? Explain briefly.

शोध प्रस्ताव (रिसर्च प्रपोज़ल) क्या है? संक्षेप में समझाइए।

Q3. Write a short note on the role of a dissertation guide/supervisor.

शोध प्रबंध मार्गदर्शक (गाइड/सुपरवाइज़र) की भूमिका पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. What is meant by research methodology? Explain briefly.

शोध पद्धति (रिसर्च मेथडोलॉजी) से क्या तात्पर्य है? संक्षेप में समझाइए।

Q2. Explain the importance of a literature review in a dissertation.

शोध प्रबंध में साहित्य समीक्षा (लिटरेचर रिव्यू) के महत्व को समझाइए।

Q3. Write a short note on the format of dissertation report writing.

शोध प्रबंध रिपोर्ट लेखन के प्रारूप पर संक्षिप्त टिप्पणी लिखिए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Print Media (Special Paper-I): Reporting

Paper Code-MSM 523-A

Max. Marks-30

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ASSIGNMENT-I

Q1. Define news and explain any three sources of news.

समाचार (न्यूज़) को परिभाषित कीजिए और समाचार के किन्हीं तीन स्रोतों को समझाइए।

Q2. Explain the structure of a news report.

समाचार रिपोर्ट की संरचना को समझाइए।

Q3. Write a short note on investigative reporting.

खोजी पत्रकारिता (इन्वेस्टिगेटिव रिपोर्टिंग) पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. What is participatory journalism? Explain briefly.

सहभागी पत्रकारिता (पार्टिसिपेटरी जर्नलिज्म) क्या है? संक्षेप में समझाइए।

Q2. Write a short note on "trial by media".

"मीडिया द्वारा ट्रायल" पर संक्षिप्त टिप्पणी लिखिए।

Q3. Differentiate between yellow journalism and objective reporting.

पीत पत्रकारिता (येलो जर्नलिज्म) और वस्तुनिष्ठ रिपोर्टिंग में अंतर स्पष्ट कीजिए।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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Programme: M.A. Mass Communication 3rd Semester

Subject: Print Media (Special Paper-II): Editing

Paper Code-MSM 524-A

Max. Marks-30

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ASSIGNMENT-I

Q1. Explain the role of a sub-editor.

उप-संपादक (सब-एडिटर) की भूमिका को समझाइए।

Q2. What is editorial policy? Explain briefly.

संपादकीय नीति (एडिटोरियल पॉलिसी) क्या है? संक्षेप में समझाइए।

Q3. Write a short note on photo editing.

फोटो संपादन (फोटो एडिटिंग) पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. Explain any three rules of headline writing.

हेडलाइन लेखन के किन्हीं तीन नियमों को समझाइए।

Q2. Differentiate between newspaper journalism and magazine journalism.

समाचार पत्र पत्रकारिता और पत्रिका पत्रकारिता में अंतर स्पष्ट कीजिए।

Q3. Write a short note on writing news content for cyber media.

साइबर मीडिया के लिए समाचार सामग्री लेखन पर संक्षिप्त टिप्पणी लिखिए।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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Programme: M.A. Mass Communication 3rd Semester

Subject: Print Media (Special Paper-III): Productions

Paper Code-MSM 525-A

Max. Marks-30

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ASSIGNMENT-I

Q1. Write a short news story (approx. 150 words) on any event.

किसी घटना पर एक संक्षिप्त समाचार कहानी (लगभग 150 शब्दों में) लिखिए।

Q2. Write a short obituary (approx. 100 words).

एक संक्षिप्त श्रद्धांजलि/मृत्युलेख (ऑबिचुअरी) (लगभग 100 शब्दों में) लिखिए।

Q3. Write an editorial (approx. 150 words) on a current issue.

किसी वर्तमान मुद्दे पर एक संपादकीय (लगभग 150 शब्दों में) लिखिए।

ASSIGNMENT-II

Q1. Write a short book, film or TV review (approx. 100-150 words).

किसी पुस्तक, फिल्म या टीवी कार्यक्रम की एक संक्षिप्त समीक्षा (लगभग 100-150 शब्दों में) लिखिए।

Q2. Write captions for any two photographs of your choice.

अपनी पसंद की किन्हीं दो तस्वीरों के लिए कैप्शन लिखिए।

Q3. Write a short travelogue (approx. 150 words).

एक संक्षिप्त यात्रा वृत्तांत (ट्रैवलॉग) (लगभग 150 शब्दों में) लिखिए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Electronic Media (Special Paper-I): Radio

Paper Code-MSM 523-B

Max. Marks-30

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ASSIGNMENT-I

Q1. Write a short note on the history and development of Radio in India.

भारत में रेडियो के इतिहास और विकास पर संक्षिप्त टिप्पणी लिखिए।

Q2. Explain the structure and functions of All India Radio (AIR).

आकाशवाणी (एआईआर) की संरचना और कार्यों को समझाइए।

Q3. What is Community Radio? Explain briefly.

सामुदायिक रेडियो (कम्युनिटी रेडियो) क्या है? संक्षेप में समझाइए।

ASSIGNMENT-II

Q1. Explain the process of producing a radio news bulletin.

रेडियो समाचार बुलेटिन के निर्माण की प्रक्रिया को समझाइए।

Q2. Write a short note on radio drama.

रेडियो नाटक (रेडियो ड्रामा) पर संक्षिप्त टिप्पणी लिखिए।

Q3. What is a radio panel discussion? Explain briefly.

रेडियो पैनल चर्चा क्या है? संक्षेप में समझाइए।

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
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Programme: M.A. Mass Communication 3rd Semester
Subject: Electronic Media (Special Paper-II): Television
Paper Code-MSM 524-B

Max. Marks-30

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ASSIGNMENT-I

Q1. Write a short note on the history and development of Television in India.

भारत में टेलीविज़न के इतिहास और विकास पर संक्षिप्त टिप्पणी लिखिए।

Q2. Explain any three types of camera shots used in TV production.

टीवी प्रोडक्शन में प्रयुक्त कैमरा शॉट्स के किन्हीं तीन प्रकारों को समझाइए।

Q3. Differentiate between single-camera and multi-camera production.

सिंगल-कैमरा और मल्टी-कैमरा प्रोडक्शन में अंतर स्पष्ट कीजिए।

ASSIGNMENT-II

Q1. Explain the basics of video editing.

वीडियो संपादन (एडिटिंग) की मूल बातें समझाइए।

Q2. What is meant by newsreading and announcing on TV? Explain briefly.

टीवी पर न्यूज़रीडिंग और अनाउंसिंग से क्या तात्पर्य है? संक्षेप में समझाइए।

Q3. Write a short note on TV script writing.

टीवी स्क्रिप्ट लेखन पर संक्षिप्त टिप्पणी लिखिए।

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Programme: M.A. Mass Communication 3rd Semester

Subject: Electronic Media (Special Paper-III): Productions

Paper Code-MSM 525-B

Max. Marks-30

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ASSIGNMENT-I

Q1. Prepare a short radio interview script (approx. 150 words).

एक संक्षिप्त रेडियो साक्षात्कार स्क्रिप्ट (लगभग 150 शब्दों में) तैयार कीजिए।

Q2. Write a short radio news bulletin (approx. 100 words).

एक संक्षिप्त रेडियो समाचार बुलेटिन (लगभग 100 शब्दों में) लिखिए।

Q3. Write a short radio jingle/advertisement script.

एक संक्षिप्त रेडियो जिंगल/विज्ञापन स्क्रिप्ट लिखिए।

ASSIGNMENT-II

Q1. Write a short TV news bulletin script (approx. 100-150 words).

एक संक्षिप्त टीवी समाचार बुलेटिन स्क्रिप्ट (लगभग 100-150 शब्दों में) लिखिए।

Q2. Prepare a short TV interview script.

एक संक्षिप्त टीवी साक्षात्कार स्क्रिप्ट तैयार कीजिए।

Q3. Write a short panel discussion script for TV.

टीवी के लिए एक संक्षिप्त पैनल चर्चा स्क्रिप्ट लिखिए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Advertising (Special Paper-I): Creativity & Consumer Behavior

Paper Code-MSM 523-C

Max. Marks-30

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ASSIGNMENT-I

Q1. Explain the AIDA model of advertising.

विज्ञापन के एआईडीए (AIDA) मॉडल को समझाइए।

Q2. What is meant by creativity in advertising? Explain briefly.

विज्ञापन में रचनात्मकता (क्रिएटिविटी) से क्या तात्पर्य है? संक्षेप में समझाइए।

Q3. Write a short note on copy platform.

कॉपी प्लेटफॉर्म पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. Explain the concept of consumer behavior.

उपभोक्ता व्यवहार (कंज्यूमर बिहेवियर) की अवधारणा को समझाइए।

Q2. What is meant by "appeals" in advertising? Explain briefly.

विज्ञापन में "अपील" से क्या तात्पर्य है? संक्षेप में समझाइए।

Q3. Write a short note on the agency-client relationship.

एजेंसी-क्लाइंट संबंध पर संक्षिप्त टिप्पणी लिखिए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Advertising (Special Paper-II): Advertising Management & Media Planning

Paper Code-MSM 524-C

Max. Marks-30

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ASSIGNMENT-I

Q1. Explain the concept of advertising budget.

विज्ञापन बजट की अवधारणा को समझाइए।

Q2. Write a short note on media planning.

मीडिया प्लानिंग पर संक्षिप्त टिप्पणी लिखिए।

Q3. What is meant by emerging media? Explain briefly.

उभरते हुए मीडिया (इमर्जिंग मीडिया) से क्या तात्पर्य है? संक्षेप में समझाइए।

ASSIGNMENT-II

Q1. Explain the concepts of Gross Rating Point (GRP) and Cost Per Thousand (CPT).

ग्रॉस रेटिंग प्वाइंट (जीआरपी) और कॉस्ट पर थाउज़ेंड (सीपीटी) की अवधारणाओं को समझाइए।

Q2. What is meant by reach and frequency in media planning?

मीडिया प्लानिंग में रीच और फ्रीक्वेंसी से क्या तात्पर्य है?

Q3. Write a short note on outdoor and transit advertising.

आउटडोर और ट्रांजिट विज्ञापन पर संक्षिप्त टिप्पणी लिखिए।

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Programme: M.A. Mass Communication 3rd Semester

Subject: Advertising (Special Paper-III): Productions

Paper Code-MSM 525-C

Max. Marks-30

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ASSIGNMENT-I

Q1. Write a classified ad and a display ad for any product.

किसी उत्पाद के लिए एक वर्गीकृत विज्ञापन (क्लासिफाइड ऐड) और एक डिस्प्ले विज्ञापन लिखिए।

Q2. Write a short radio jingle (approx. 50-100 words) for a product.

किसी उत्पाद के लिए एक संक्षिप्त रेडियो जिंगल (लगभग 50-100 शब्दों में) लिखिए।

Q3. Prepare a hoarding/billboard ad concept with headline and visual idea.

हेडलाइन और विजुअल आइडिया सहित एक होर्डिंग/बिलबोर्ड विज्ञापन अवधारणा तैयार कीजिए।

ASSIGNMENT-II

Q1. Write a short TV ad script (approx. 100 words) for a product.

किसी उत्पाद के लिए एक संक्षिप्त टीवी विज्ञापन स्क्रिप्ट (लगभग 100 शब्दों में) लिखिए।

Q2. Design short content for a pamphlet/leaflet for any campaign.

किसी अभियान के लिए एक पैम्फलेट/लीफलेट की संक्षिप्त सामग्री तैयार कीजिए।

Q3. Write a short web ad copy for any brand.

किसी ब्रांड के लिए एक संक्षिप्त वेब विज्ञापन कॉपी लिखिए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Corporate Communication & PR (Special Paper-I): PR Principles and Tools

Paper Code-MSM 523-D

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. Explain the concept of Public Relations.

जनसंपर्क (पब्लिक रिलेशंस) की अवधारणा को समझाइए।

Q2. What is corporate identity? Explain briefly.

कॉर्पोरेट पहचान (कॉर्पोरेट आइडेंटिटी) क्या है? संक्षेप में समझाइए।

Q3. Write a short note on tools of public relations.

जनसंपर्क के साधनों (टूल्स) पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. Explain the concept of service marketing.

सेवा विपणन (सर्विस मार्केटिंग) की अवधारणा को समझाइए।

Q2. Write a short note on PR in hospitals.

अस्पतालों में जनसंपर्क (पीआर) पर संक्षिप्त टिप्पणी लिखिए।

Q3. What is corporate brand management? Explain briefly.

कॉर्पोरेट ब्रांड प्रबंधन क्या है? संक्षेप में समझाइए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Corporate Communication & PR (Special Paper-II): Administrative Communication

Paper Code-MSM 524-D

Max. Marks-30

Note: Important Instructions for submission of Online-Assignments.

- Attempt all questions from the following both assignments. Each question carries equal marks.
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ASSIGNMENT-I

Q1. Explain the structure of an organisation.

एक संगठन की संरचना को समझाइए।

Q2. What is internal communication? Explain briefly.

आंतरिक संचार (इंटरनल कम्युनिकेशन) क्या है? संक्षेप में समझाइए।

Q3. Write a short note on the role of Public Relations in an organisation.

किसी संगठन में जनसंपर्क की भूमिका पर संक्षिप्त टिप्पणी लिखिए।

ASSIGNMENT-II

Q1. What is meant by negotiation in business communication?

व्यावसायिक संचार में वार्ता (नेगोशिएशन) से क्या तात्पर्य है?

Q2. Write a short note on annual reports.

वार्षिक रिपोर्ट (एनुअल रिपोर्ट) पर संक्षिप्त टिप्पणी लिखिए।

Q3. Explain the concept of corporate video production.

कॉर्पोरेट वीडियो प्रोडक्शन की अवधारणा को समझाइए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: Corporate Communication & PR (Special Paper-III): Productions

Paper Code-MSM 525-D

Max. Marks-30

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ASSIGNMENT-I

Q1. Design a logo concept for a fictitious organization.

किसी काल्पनिक संगठन के लिए एक लोगो अवधारणा तैयार कीजिए।

Q2. Draft a letterhead design concept for a company.

किसी कंपनी के लिए एक लेटरहेड डिज़ाइन अवधारणा तैयार कीजिए।

Q3. Write a short press release (approx. 100-150 words) for an organization.

किसी संगठन के लिए एक संक्षिप्त प्रेस विज्ञप्ति (लगभग 100-150 शब्दों में) लिखिए।

ASSIGNMENT-II

Q1. Draft the minutes of a meeting (short format).

एक बैठक के मिनट्स (संक्षिप्त प्रारूप में) तैयार कीजिए।

Q2. Write a short memo for an organizational announcement.

किसी संगठनात्मक घोषणा के लिए एक संक्षिप्त मेमो लिखिए।

Q3. Prepare a short report (approx. 150 words) on any event.

किसी घटना पर एक संक्षिप्त रिपोर्ट (लगभग 150 शब्दों में) तैयार कीजिए।

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

Programme: M.A. Mass Communication 3rd Semester

Subject: General Current Awareness-III

Paper Code-MSM 526

Max. Marks-30

Note: Important Instructions for submission of Online-Assignments.

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ASSIGNMENT-I

Q1. Write a short note on satellite technology in India.

भारत में उपग्रह तकनीक (सैटेलाइट टेक्नोलॉजी) पर संक्षिप्त टिप्पणी लिखिए।

Q2. What is the Green House Effect? Explain briefly.

ग्रीन हाउस प्रभाव क्या है? संक्षेप में समझाइए।

Q3. Explain the concept of non-conventional sources of energy.

गैर-पारंपरिक ऊर्जा स्रोतों की अवधारणा को समझाइए।

ASSIGNMENT-II

Q1. Write a short note on the United Nations (UN).

संयुक्त राष्ट्र (यूएन) पर संक्षिप्त टिप्पणी लिखिए।

Q2. What is SAARC? Explain briefly.

सार्क (SAARC) क्या है? संक्षेप में समझाइए।

Q3. Explain the concept of CTBT (Comprehensive Test Ban Treaty).

सीटीबीटी (व्यापक परमाणु परीक्षण प्रतिबंध संधि) की अवधारणा को समझाइए।