

**Department of Journalism and Mass Communication**  
**Directorate of Distance Education**  
**Madurai Kamaraj University, Madurai**

**MA JOURNALISM AND MASS COMMUNICATION – I SEMESTER**  
**ASSIGNMENTS – 2020**

**(FOR 20A BATCH ONWARDS.....)**

**(Semester Pattern)**

**Paper I : Introduction to Communication**

**2 x 5 = 10 Marks**

1. What are elements of Communication and describe the functions of Mass media.
2. Write about communication models.

**1 x 15 = 15 Marks**

3. Collage / Poster / PPT - Indian Folk Media

**Paper II : Communication Theories**

**2 x 5 = 10 Marks**

1. Write an assignment on the four theories of the press.
2. Write about Communication Theories.

**1 x 15 = 15 Marks**

3. Collage / Poster / PPT  
Levels and Models of Communication  
Advantages and Disadvantages of Globalization – PPT

**Paper III : Communication Technology**

**2 x 5 = 10 Marks**

1. Write Short notes on
  1. Audio Visual Media
  2. Still Photography

3. Video
4. Animation and Graphics

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**1 x 15 = 15 Marks**

2. Collage / Poster / PPT  
Development of Photography

For further clarifications please contact Dr. S. Saleema Rabiyyath, Course Co-ordinator, Assistant Professor, Department of Journalism and Mass Communication, DDE, MKU – Contact: 9976796865 or [drsaleemamku@gmail.com](mailto:drsaleemamku@gmail.com).

**Paper IV : Media Laws and Ethics**

**2 x 5 = 10 Marks**

1. Write Short notes on
  1. PIB
  2. Prasar Bharathi
  3. MRTPC
  4. Advertising Council
  5. Film Censorship

**1 x 15 = 15 Marks**

2. Collage / Poster / PPT  
Social Responsibility of Media