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

MA JOURNALISM AND MASS COMMUNICATION – II SEMESTER  
ASSIGNMENTS – 2020  
(FOR 20A BATCH ONWARDS.....)  

(Semester Pattern)  

Paper I :  Print Journalism I  

2 x 5 = 10 Marks  

1. Write an essay on newspaper organization and Management.  
2. Write about status of print media before and after independence at India.  

15 Marks  

3. Collage / Poster / PPT  
i. Sources of News  
ii. Various types of reporting  

Paper II :  Electronic Journalism  

2 x 5 = 10 Marks  

1. Write in detail about growth of Radio and Television.  
2. Write on planning and production of Television Programmes.  

15 Marks  

3. Collage / Poster / PPT  
i. Format of Radio Programmes.  
ii. Advantages and Disadvantages of Globalization – PPT
Paper III : Advertising

2 x 5 = 10 Marks

1. Write Short notes on
   1. Media Mix
   2. Budgeting
   3. Outdoor advertisements
   4. Market Analysis

15 Marks

2. Collage / Poster / PPT
   i. Types of Advertising
   ii. Write a promo script for radio / Television, on Covid 19

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.