

**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.