

# **CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**Aligarh Muslim University, Aligarh**

**Session 2020-21**

**POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (PGD-JMC)**

**Introduction to Journalism and Mass Communication**

**(JMC-01)**

## **ASSIGNMENT**

**Total Marks: 25**

---

**a) Attempt any two questions.**

---

1. Explain the social impact of digital media technology in India.
2. Spell out the characteristics of effective messages.
3. Prepare a note on Folk Media in India.
4. Discuss the government of India's role in promotion and control of film making in the country.

\*\*\*\*\*

# **CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**Aligarh Muslim University, Aligarh**

**Session 2020-21**

**POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (PGD-JMC)**

**Mass Media and Society**

**(JMC-02)**

## **ASSIGNMENT**

**Total Marks: 25**

---

**a) Attempt any two questions.**

---

1. Write a note on freedom of speech and expression under Indian constitution.
2. Write a note on the role of communication in the promotion of health and family welfare in India.
3. Write a note on the dominant paradigm of development.
4. Write a detailed note on the origin, growth and development of language press in India.

\*\*\*\*\*

# **CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**Aligarh Muslim University, Aligarh  
Session 2020-21**

**POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (PGD-JMC)**

**Reporting, Writing and Editing  
(JMC-03)**

## **ASSIGNMENT**

**Total Marks: 25**

---

**a) Attempt any two questions.**

---

1. Prepare a note on sports reporting.
2. Explain the essentials of writing broadcast news.
3. “Media Interview is a pseudo event that is not so much a way of reporting the news, but of making the news”. Elaborate.
4. Define news. Explain news elements with examples.

\*\*\*\*\*

# **CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**Aligarh Muslim University, Aligarh  
Session 2020-21**

**POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (PGD-JMC)**

**Advertising and Public Relations  
(JMC-04)**

## **ASSIGNMENT**

**Total Marks: 25**

---

**a) Attempt any two questions.**

---

1. Design a public relations campaign for the promotion of health and sanitation in your locality.
2. Define advertising and outline specific laws relevant to it in India.
3. Discuss the structure and functions of advertising agencies.
4. Write a detailed note on the role and importance of outdoor advertising.

\*\*\*\*\*