

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

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

Introduction to Journalism and Mass Communication

(JMC-01)

ASSIGNMENT

Marks: 25

a) Attempt any two questions.

1. Explain the characteristics of Folk Media. Is folk Media relevant today?
2. Prepare a Note on Portrayal of Women on Indian Television.
3. Discuss the effects of Films on society.
4. Discuss the role and functions of RNI and DAVP.

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

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

Mass Media and Society

(JMC-02)

ASSIGNMENT

Marks: 25

a) Attempt any two questions.

1. Discuss the role played by Mass Media in the Contemporary society.
2. Explain the role of development support communication with special reference to health and family welfare.
3. Write a detailed note on the history of English press in India.
4. Write a note on any One of the following:

(a) Contempt of Court Act (b) Parliamentary Privileges

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

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

Reporting, Writing and Editing

(JMC-03)

ASSIGNMENT

Marks: 25

a) Attempt any two questions.

1. “Media Interview is a pseudo event that has more to do with making of news than reporting of news”. Explain.
2. Elucidate the ‘Inverted Pyramid’ style of news writing. What are its advantages?
3. Spell out the essentials of writing science stories.
4. Prepare a note on ‘Photo Journalism’.

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

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

Advertising and Public Relations

(JMC-04)

ASSIGNMENT

Marks: 25

a) Attempt any two questions.

1. Write a detail note on Electronic advertising.
2. Discuss in detail the Public Relation Campaign Planning Process.
3. Define ethics in advertising and outline the ASCI code.
4. Outline and explain the differences between advertising publicity and propaganda.
