

**UNIVERSITY CENTER FOR DISTANCE LEARNING (UCDL)**

**CHAUDHARY DEVILAL UNIVERSITY, SIRSA**

**FROM THE ACADEMIC SESSION 2016-2017**

**BMC-2<sup>ND</sup> YEAR**

**BM-27 Assignment-1**

**Introduction to mass communication**

**Max. Marks: 10**

Note: Do any five

1. Discuss communication as social science.
2. What is the social impact of mass communication?
3. Critically examine authoritarian theory.
4. What are the seven c of effective communication?
5. Discuss on development communication theory.
6. What is the difference between communication and mass communication?
7. What is a newspaper? How is it different from a magazine? Discuss.
8. What is relationship between communication and language?

**Assignment-2**

**Max.Marks:10**

Note: Do any five

1. Why radio is called a hot medium? Discuss.
2. Discuss the theory of social responsibility.
3. Write a note on various forms of mass communication.
4. Do media encourage consumerism in society? Discuss.
5. Write a note on Indian cinema.
6. What is soviet media theory?
7. What is popular culture in media?
8. Write note on:  
(a) PTI      (b) AP

**BMC-2nd Year**  
**BM-28 Assignment-1**

**Electronic Media**

**Max.Marks:10**

Note: Do any five

1. Write a detailed note on the merits of radio as a media of mass communication.
2. Write a note on various source of news.
3. Write a note on parsar bharti.
4. Define community radio. What are the uses of community radio?
5. What are the basics of TV script writing?
6. Write the characteristics of news presentation of any one satellite tv news channel.
7. Write an essay on Indian cinema industry.
8. What is TV interviews and studio discussions. Explain with examples.

**Assignment-2**

**Max. Marks:10**

Note: Do any five

1. Discuss the contribution of Satyajit Ray to Indian cinema.
2. Discuss the contribution of Shyam Benegal to Indian cinema.
3. What are the new trends of Hindi film industry?
4. What is the impact of films and on youth?
5. Write a note on impact of TV serials on society.
6. What are the qualities of a good radio announcer?
7. Differentiate between commercial cinema and parallel cinema.
8. What is sound track?

**BMC-2nd Year**  
**BM-29 Assignment-1**  
**Media Management**

**Max.Marks:10**

Note: Do any five

1. What is media management? Discuss the methods of media management.
2. Discuss the functions of management.
3. Describe the different components of management.
4. Discuss the organizational structure of magazines.
5. Discuss the organizational structure of newspaper channel.
6. Discuss the organizational structure of advertising agencies.
7. Discuss the organizational structure of PR agencies.
8. Discuss the steps in launching a community radio.

**Assignment-2**

**Max.Marks:10**

Note: Do any five

1. Explain the ownership patterns in AIR.
2. Explain the ownership patterns in private newspapers.
3. Describe the merits and demerits of press information bureau.
4. Write about censorship board.
5. Write a note on Film Television Institute of India.
6. Describe AAI.
7. Write about ABC.
8. Write note on ASCI.

**BMC-2nd Year**  
**BM-30 Assignment-1**

**Photo Journalism**

**Max. Marks :10**

Note: Do any five

1. What is photo journalism and what should be the qualities of a good photo journalist?
2. Write a note on different types of camera.
3. Describe the history of photography.
4. What are the different parts of camera lens?
5. How has the digital technology changed the world of photography?
6. Discuss about wild life photography.
7. Discuss fundamental of photo journalism.
8. Discuss role of light in photography.

**Assignment-2**

**Max. Marks :10**

Note: Do any five

1. What are basic parts of digital camera?
2. Write a short note on camera.
3. What types of cameras are used in a television studio?
4. What types of cameras are used in a film studio?
5. What do you understand by still photography?
6. What do you understand by news photo?
7. Write a note on work of cinematographer.

**BM-31**

**English Assignment - I**

**Max. Marks : 05**

**Note:** Do any five

- Q.1 Write down any four word which is used specifically for newspaper language?
- Q.2 Give two example of confused word?
- Q.3 What do you understand by Paragraph Writing?
- Q.4 What do you understand by clauses?
- Q.5 What is the significance of the Play, “As You Like it”.
- Q.6 Write an Essay on, “National Integration”.
- Q.7 Write down any four confusing word?
- Q.8 Complete the character of Rosalind and Celia from the Novel “As you like it”

**BM-31**

**English Assignment - II**

**Max. Marks : 05**

**Note:** Do any five

- Q.1 What is the significance of Jacques in As you Like it.
- Q.2 Give a brief character sketch of Rosalind.
- Q.3 What is the relationship between Oliver and Orlando in the beginning ad the end of the play?
- Q.4 What is Précis Writing?
- Q.5 Write an on the Topic of Green Revolution
- Q.6 What is subordinate clause?
- Q.7 Give the Example of any two confused word.
- Q.8 Change the narration
  - a) He says, “Sun rises in the East”
  - b) She says, “I am going to Delhi tomorrow”