

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**

**Bhupen Hazarika School of Mass Communication**

**HOME ASSIGNMENT FOR MASTER OF ARTS IN JOURNALISM AND MASS  
COMMUNICATION**

**FOURTH SEMESTER**

**2019**

## Receipt

Received the assignment from Mr/Mrs .....Enrollment  
number.....of 4th semester, PGJMC on.....2019.

**Date:**

**Signature of collector with seal**

N.B. The learners will have to collect receipt after submitting the assignment with the signature and seal of the collector of study centre and will have to keep with him/her till the declaration of result.

**COURSE: SCIENCE COMMUNICATION (PGJMC- 13)**

**Total**

**Marks: 50**

[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]

**A. Answer the following questions (within 50 words)**

**Marks: 2x3 =6**

Q.1 : What is the difference between dateline and byline?

Q.2 : Why is the 'lead' considered to be the most important part of any news story?

Q.3 : Do you think the Indian media has done enough for the popularisation of science journalism ? Why?

**B. Answer the following questions (within 100 words)**

**Marks : 4x3=12**

Q.1 : Discuss science communication in Assam with special reference to post Orunodoi era.

Q.2 : Who introduced the concept of 'scientific temperament' for the first time in India? How can science communication be used to build up a scientific temperament in the minds of the people?

Q.3 : What are some of the major initiatives undertaken by the Indian Government for the popularisation of science communication in India?

**C. Answer the following questions (within 150-300 words)**

**Marks : 6x2=12**

Q.1 : What is the importance of science communication in a developing society like India?

Q.2 : 'Communication is an all-encompassing activity or process that has far reaching utility and influence over humanity'- Discuss .

**D. Answer the following questions (within 300-500 words)**

**Marks : 10x2=20**

Q.1 : Describe the structure of a science news story with the help of an example.

Q.2 : What is the importance of environmental communication in the present day context? Does it help to sensitize the people on the need for healthy environment? Explain.

**COURSE : MEDIA MANAGEMENT ( PGJMC -14)**

**Total Marks: 50**

[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]

**A. Answer the following questions (within 50 words)**

**Marks: 2x3 =6**

Q.1 : What do you mean by business communication? How does it differ from mass communication?

Q.2 : In which year was the Society of American Business Editors and Writers formed? Why was it formed?

Q.3 : What do you mean by bottom-up communication?

**B. Answer the following questions (within 100 words)**

**Marks : 4x3=12**

Q.1 : What criteria should be kept in mind for selecting an appropriate communication media in the field of business?

Q.2 : What is the importance of writing skills in business communication?

Q.3 : What are the important factors that must be kept in mind for making business presentations?

**C. Answer the following questions (within 150-300 words)**

**Marks : 6x2=12**

Q.1 : What is scientific management? What are its basic elements?

Q.2 : Write a short note on gravure printing process.

**D. Answer the following questions (within 300-500 words)**

**Marks : 10x2=20**

Q.1 : What is management ? What are the functions of management?

Q.2 : Discuss the different ownership patterns of mass media in India.

**COURSE : COMMUNICATION RESEARCH ( PGJMC -16)**

**Total Marks: 50**

[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]

**A. Answer the following questions (within 50 words)**

**Marks: 2x3 =6**

Q.1 : What is the reason behind the growing importance of research in different fields of education?

Q.2 : Are science and research interrelated? Why?

Q.3 : What is the basic difference between applied and fundamental research?

**B. Answer the following questions (within 100 words)**

**Marks : 4x3=12**

Q.1 : What is mass communication research? What are the two approaches of communication research?

Q.2 : Which were the two strains of critical studies pertaining to the area of communication that developed in the US during the first half of the twentieth century? What do they signify?

Q.3 : What do you mean by exit poll survey? Do exit poll surveys serve as the yardstick for predicting election results? Explain.

**C. Answer the following questions (within 150-300 words)**

**Marks : 6x2=12**

Q.1 : What do you mean by pie diagram? In the table given below, 20 people belonging to different castes have been shown. Represent the following data in the form of a pie diagram-

ST	SC	OBC	MOBC	General
23%	14%	18%	19%	26%

Q.2 : State the differences between primary and secondary data with the help of examples.

**D. Answer the following questions (within 300-500 words)**

**Marks : 10x2=20**

Q.1 : Explain briefly the various steps of a research process with the help of an example.

Q.2 : What is hypothesis? What is the importance of testing a hypothesis in the field of research study?