

(401JM21)

ASSIGNMENT-1

M.A. DEGREE EXAMINATION, DEC 2025.

Fourth Semester

Journalism and Mass Communication

DEVELOPMENT COMMUNICATION

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) What are the characteristics of development?

 (b) Write about the impact of globalisation on development.
2. (a) What are the problems of development journalism?

 (b) Explain the origin and growth of development journalism.
3. (a) Write about communication and human development.

 (b) Explain about diffusion of innovations.

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ASSIGNMENT-2

M.A. DEGREE EXAMINATION, DEC 2025.

Fourth Semester

Journalism and Mass Communication

DEVELOPMENT COMMUNICATION

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Discuss the role of WHO in protecting world health.

 (b) Identify the measures to use folk media for development.
- 2 (a) Make a note on the problems of girl child in India.

 (b) Discuss the role of Radio in development.

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Fourth Semester

Journalism and Mass Communication

ADVERTISING

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Write about socio economic effects in advertising.
 (b) List out types of advertisements.
2. (a) Discuss the importance of media selection in advertising.
 (b) Write about outdoor advertising.
3. (a) Explain recent trends in advertising.
 (b) Discuss the legal aspects of advertising.

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ASSIGNMENT-2

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Fourth Semester

Journalism and Mass Communication

ADVERTISING

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

- 1 (a) Explain psychological factors in advertising.

 (b) Write about trade marks and slogans.

- 2 (a) Discuss the problems of measurement.

 (b) Explain about advertising code.

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ENVIRONMENT AND SCIENCE COMMUNICATION

1. (a) What is global environmentalism?

 (b) Discuss about environmental movements in India.
2. (a) What are the causes and factors of environmental pollution?

 (b) Explain about environmental advocacy.
3. (a) Discuss about key elements of science communication.

 (b) Explain about green marketing and corporate campaign.

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ASSIGNMENT-2

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ENVIRONMENT AND SCIENCE COMMUNICATION

- 1 (a) Write about rise of alternative environmental media.

 (b) Explain about scientific temperament.
- 2 (a) Explain three principles of usefulness.

 (b) Discuss about communication for health and medicine.

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Journalism and Mass Communication

NEW MEDIA

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) What are the features of New Media?
 (b) Explain the dynamics and opportunities of New Media.
2. (a) Discuss the definition of multimedia and write about its elements.
 (b) Distinguish between LAN and VAN. Cite examples.
3. (a) Write about elements of digital story telling.
 (b) Explain about aesthetics in visual design.

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Fourth Semester

Journalism and Mass Communication

NEW MEDIA

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

- 1 (a) Discuss about the basic aspects of web design.

 (b) What are the techniques of E-Journalism?
- 2 (a) What are the basics of web marketing?

 (b) Write about the future of New Media.