

ASSIGNMENT – 1

M.A. DEGREE EXAMINATION, JULY - 2023

**THIRD SEMESTER
JOURNALISM AND MASS COMMUNICATION**

Paper I — RESEARCH METHODOLOGY

**MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS**

1. What are limitations of Mass Communication research.
2. What is the meaning of Research? Explain with examples.
3. What is meant by hypothesis? What are the various types of hypothesis.
4. Explain about various types of research designs.
5. Elaborate the significance of sampling in mass media research.

ASSIGNMENT – 2

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**THIRD SEMESTER
JOURNALISM AND MASS COMMUNICATION**

Paper I — RESEARCH METHODOLOGY

**MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS**

1. What are the method of data collection in mass media research?
2. How are statistics used in a mass communication research?
3. Discuss the important of measure of central tendency. Analyse.
4. Data processing is an art. Discuss.
5. Prepare a research proposal of research on FM radio.

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**THIRD SEMESTER
JOURNALISM AND MASS COMMUNICATION**

Paper II— TELEVISION JOURNALISM

**MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS**

1. Write about the Video revolution.
2. Trace the History of TV.
3. Write about the stages in TV Programme Production.
4. Plot is centre for the TV Programme. Discuss.
5. Discuss about Shooting basics.

ASSIGNMENT – 2

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Paper II— TELEVISION JOURNALISM

**MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS**

1. Describe the importance of floor Planning.
2. Audio production is central to entertainment.
3. Dubbing is an important art form. Explain.
4. TV Programmes have educational values also. Discuss.
5. What is multi camera production? When is it required.

303JM21

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**THIRD SEMESTER
JOURNALISM AND MASS COMMUNICATION**

Paper III - TRADITIONAL AND CULTURAL COMMUNICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. Write about different phases of Traditional Media.
2. Discuss the nature of Traditional Media
3. Folk arts in India are diverse. Analyse.
4. Popular arts of Telugu are people friendly. Discuss.
5. How are Traditional arts motivating the Society? Discuss.

303JM21

ASSIGNMENT – 2

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**THIRD SEMESTER
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Paper III - TRADITIONAL AND CULTURAL COMMUNICATION

MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. Jataras are most common festivals of Andhra Pradesh.
2. Define Cultural communication and its scope in Andhra Pradesh.
3. Differentiate between Family and School as cultural institutions.
4. How does modern technology influence the existing cultures? Explain.
5. Intercultural differences create confusion in society? Explain.

304JM21

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**THIRD SEMESTER
JOURNALISM AND MASS COMMUNICATION**

Paper IV - MEDIA LAWS AND MANAGEMENT MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. Discuss about Amendments of the Constitution.
2. Write about Parliamentary Privileges.
3. What is the relevance of Official Secrets act 1923. Discuss.
4. Write the process of Registration of News papers.
5. Media Ethics need to be Stressed upon in the contemporary times. Analyse.

304JM21

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**THIRD SEMESTER
JOURNALISM AND MASS COMMUNICATION**

Paper IV - MEDIA LAWS AND MANAGEMENT MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. Intellectual Property rights is very important component in Media & Entertainment. Discuss.
2. Elaborate the Significance of Wage boards.
3. Write about the Ownership patterns of the Newspaper Organisations.
4. Prasarbharathi has changed the face of AIR & DD, Justify.
5. FM Radio has been an important dimension of Broad cast media in India.