

Programme: BAJMC
Semester: 4th
Assignment No: 1
Due date of submission: 12.03.2019

Instruction

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

Course name- TELEVISION JOURNALISM AND PRODUCTION

Course code- BAJMC-221

Q.1 (a): You Study the nature and language of TV try to explain the formats and types for TV programmes.

(b) Write your own view on scripting for fiction and non-fiction in 500 words.

Q.2 (a) Describe the fundamentals of TV reporting.

(b) Describe the ethics for TV reporting.

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Course name- INTRODUCTION TO ADVERTISING

Course code- BAJMC-222

Q.1 (a) You Study the definition of advertising try to explain the role and functions of advertising.

(b) Write your own view on nature and scope of advertising in India in 500 words.

Q.2 (a) Describe the advertising as communication tool.

(b) Describe the models of advertng communication in detail.

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Course name- PUBLIC RELATIONS

Course code- BAJMC-223

Q.1 (a) You Study the definition of Public relations try to explain the it's need, nature and scope.

(b) Write your own view on how RR is different from advertising, publicity and propaganda in 500 words.

Q.2 (a) Describe the tools and techniques of corporate communication.

(b) What do you understand by media relations describe in detail?

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Course name- NEW MEDIA

Course code- BAJMC-224

Q.1 (a) You Study the definition of online communication try to explain the features of online communication.

(b) Write your own view on use of internet in media industry in India in 500 words.

Q.2 (a) what do you understand by ICT and digital divide?

(b) You know very well convergence of media try to explain the need, nature and future of convergence.