



INSTITUTE OF DISTANCE AND OPEN LEARNING
Gauhati University

H O M E A S S I G N M E N T
Master of Communication & Journalism (MCJ) Module-II
(FINAL YEAR)
Session: 2013-2014

GUIDELINES FOR SUBMISSION OF HOME ASSIGNMENTS:

1. Write your **NAME, ROLL NUMBER, SESSION, PAPER NUMBER, TOPIC SELECTED** and **EXAMINATION**, clearly on the top of the Front page of each paper.
2. Submit your Home Assignments **PAPER-WISE** Separately.
3. Each of the two topics given in each paper will be answered as **two essays of *not more than 500 words each***. There will be negative marking for writing in excess of the word-limit.
4. Each answer (essay) carries a weightage of **10 marks**. (10 marks x 2 essays = 20 marks).
5. Keep a margin of about 1 inch on each side of the page.
6. **Stick File** not necessary.
7. **Copying** from others including **Xerox** from others is strictly prohibited so also copy paste from internet or any other source is strictly prohibited.
8. You can submit the essay written in your own hand-writing on **A-4** sized paper on **One Side** of each page **Only** or submit it in the DTP format on **One Side** of each page only.
9. Submit Your Home Assignments strictly on or before the due date as notified. Assignments received after the due date may not be considered for evaluation.
10. The last date of submission of Home Assignments is **April,30, 2015**.

N.B. Students are requested to follow the instructions strictly.

(All Questions are Compulsory carrying 10 marks each)

Paper VII :Media Management

1. Visit the office of any one National English Daily of India or the office of any one Regional English Daily of Assam or any other state of India and observe the overall management structure and the organizational set up and prepare an extensive report on those. Also put forward your personal opinion on that in comparison to the management structure and organizational set up of some other major dailies.
2. Visit the offices of any three satellite news channels of Assam or any other state of India and closely observe the editorial department, news room set up and the advertising department of them and write an extensive comparative analysis on that with your own opinion.

Paper VIII : Electronic Media

1. Prepare a documentary or a docudrama or a docu feature on any social issue of Assam or any other part of India for 5 to 15 minutes of duration. You have to provide in CD/DVD format with name casting giving your name, roll number, session as well as other details about the production and also a shooting script, screenplay and synopsis.
2. Make a comparative popularity survey of any two Commercial FM Radio Stations of Assam or any other state of India and prepare a note that. The note has to be full of authentic data both primary and secondary, collected by means of action research.

Paper IX : Development Communication & Communication Research

1. Prepare a Development Communication Strategy to create awareness about Japanese Encephalitis and Dengue in a Rural area. The strategy has to be accompanied by a proper script suited for the purpose and also a suitable media planning.
2. Prepare a Minor Research Proposal for doing research on the topic ÷ Future Scope and Sustainability of Community Radio in the North East India for which you have to seek fund from a funding agency. You have to prepare the proposal in the proper format of a minor research project.

Paper X: Opinion Writing

1. Write an editorial on the recent political crisis in Assam in the wake of the Dissidence drama in the Assam Government and write a newspaper article on the FIFA, 2014 and related issues.
2. Write two separate television news analysis scripts to highlight the issues of the recent Artificial Flood in Guwahati and the Eviction Drive in different parts of the city carried out thereafter.

Paper XI : Media Laws and Ethics

1. Write an analytical note in your own words about the ethical standard maintained by Indian Media as well as by the Media of Assam in the Coverage of Communal Clashes in the recent past with a special focus on the coverage of the 2014 Saharanpur Riots in Uttar Pradesh and BTAD Violence, 2014 in Assam.
2. Write in your own words about the current trend of McDonaldization and Paid News in Indian media scenario with a special focus on the media of North East India.

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**INSTITUTE OF DISTANCE & OPEN LEARNING(IDOL)
GAUHATI UNIVERSITY**

**DISSERTATION (2013-2014) for Paper XII(MCJ FINAL, GU IDOL)
Master of Communication & Journalism (MCJ) Module-II
(Final Year)**

General Guidelines for submission of Dissertation in MCJ (Module-II)(Final Year)2013-14

The students of the Master of Communication & Journalism (MCJ Final Year) are required to prepare a Dissertation on any **Media related/Mass Communication** related topic.

- 1) Topic of the dissertation and a brief synopsis along with the name and details of the guide are to be submitted to either the Programme Co ordinator of MCJ or the Academic Consultant, Mass Communication, GU IDOL for approval well in advance , i.e. **April, 30, 2015**. Students are requested to mention their personal contact number, i.e. Telephone number or mobile number and e mail id on the synopsis for further correspondence.
- 2) After due approval of the synopsis, the students should proceed for the final preparation of the dissertation.
- 3) Each student has to deposit a sum of **Rs. 1000/(Rs One Thousand Only)** to the GU IDOL as dissertation fee at the time of final submission of the dissertation.
- 4) Medium of the dissertation is **English** only.
- 5) **The topic of the dissertation must compulsorily be related to media and any aspect of mass communication directly or indirectly and dissertation on any other topic which is not related to media and mass communication in any way will be rejected summarily.**
- 6) Students have to submit **three (3)** copies of the dissertation to GU IDOL on which there will be a **viva voce** at the end of the academic session in 2015.
- 7) Use Times New Roman Fonts in 12 point with 1.5 line spacing, typed in A-4 sized paper on one side only.
- 8) Number of pages may vary from 60 to 80 (excluding the title page, certificate, acknowledgement, table of contents, Reference/ bibliography and appendix).
- 9) Dissertation must be hard bound(Hard binding) with raskin cover(Black/Mazenta colour).
- 10) The Dissertation should be arranged as below:-
 - a) Title page giving title of the Dissertation; Name, Roll No., Session, GU Registration Number of the student, Name & designation of the Guide and address of GU IDOL at the bottom of the dissertation.
 - b) Certificate of Originality from the Guide(Format of the Certificate is attached herewith).
 - c) Acknowledgement from the student.
 - d) Table of Contents
 - e) Text.
 - f) Reference/Bibliography
 - g) Annexure (if any).

The **Dissertation** has to be submitted latest by **September, 30, 2015** certified by a guide who can be a mass communication faculty from a recognized institution or a senior university teacher or a college teacher preferably with M.Phil or Ph.D. degree or a senior media person of a rank not below Editor, Executive Editor, Deputy Editor, Senior Correspondent etc. that the work is an original one carried out by the student himself or herself. Also the guide can be a designated person from a recognized ad agency or a PR firm. More so, the guide can be a senior and reputed documentary maker or a film maker and also a senior PR Personnel from a govt. department or ministry.

(To be typed in official letter pad of the Guide)

FORMAT OF THE CERTIFICATE

*This is to certify that the Dissertation..... (title of the Dissertation).submitted by (Name of the student)..... A student of **MCJ (Module-II) Final Year** course of the Institute of Distance & Open Learning(IDOL), Gauhati University bearing Roll No....., is an original work carried out by himself/herself.*

*This may be accepted as a requirement for the award of the degree of **MCJ (Module-II)Final Year** under **IDOL, G.U.***

Signature of the Guide

(With Official Seal)

Name :

Date :

Designation :