



**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-I**  
**(PREVIOUS 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 Assignments **PAPER-WISE** Separately.
3. Each of the two topics given in each paper will be answered as **two essays of *not more than 350 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 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**.
9. Submit Your 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 is **December 24, 2013**.

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

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**Paper I : Introduction to Mass Communication**

1. What are the different modes of communication being used by Gauhati University with the students and its affiliated institutions? Observe and prepare a note in your own words.
2. Visit NRHM and SIRD offices of any one area of Assam and write about the various types of communication policies they use for popularizing, networking and implementing their plans and programmes amongst the masses.

**Paper II : Journalism**

1. Write a news analysis on the Uttarakhand natural disaster and related matters.
2. Make a comparative analysis of the editorial pages of two leading national dailies of India in terms of language, contents, writing style and editorial policy.

**Paper III : Advertising**

1. Prepare two separate display advertisements for print media to promote Japanese Encephalitis and Breast Feeding amongst the rural masses respectively.
2. Study/observe the various advertisements broadcast on a satellite television channel and write an analytical note regarding the aspects such as art and visualization, graphic and multimedia designs, research strength, theme and creativity, language and ethical standard.

### **Paper IV : Public Relations**

1. Visit one public sector undertaking organizations like OIL or ONGC or BCPL or IOCL and study and analyse their public relation activities.
2. Prepare a public relation plan for the government of Assam or government of India during a crisis situation such as communal conflict or a natural disaster.

### **Paper V : Emerging Trends in Mass Communication**

1. Visit any one satellite news channel of Assam or any other part of India and observe and analyse how various new media technologies are being used for different purposes.
2. Study the printed version and internet edition of any one leading national daily of India and prepare a comparative note on that.

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#### **A Model Assignment:**

#### **Prepare a Public Relations plan for Gauhati University. (300 words)**

Ans: Public Relation is becoming a buzzword in today's world. And a properly managed system of Public Relation can bring in a noticeable change in the functioning of the various organizations in our society. Seen from this perspective, it is high time we undertook & evolved a definite plan for boosting up the aspect of Public Relation of a great Alma Mater like Gauhati University. However, in order to visualise such plans, we must take certain points into consideration. For example, in the context of Gauhati University, general public as well as the students, in order of preference, can be identified in the following way –

- 1) 10+2 students undertaking Bachelor's degree under several undergraduate degree courses already introduced or being introduced by the institute
- 2) Parents or guardians of these students
- 3) Competent teachers, researchers and other administrative officers.

After finding these out, we have to prepare the messages / information to be sent out to the target audience and also to arrange for the kind of media to be used for sending this information.

We may begin by developing a comprehensive write-up for the print-media with good photographs and other visuals. Then we may opt for advertisements in TV, in Radio and also in the internet, particularly in the website of our institute. Such undertakings must clearly explain the objectives, advantages, facilities as well as the achievements of our institute. Further, we will make it a point that everyone should be encouraged to participate in various educational and academic fairs and exhibitions held in different places at various points of time, so that the 'knowledge-base' remains up-to-date. Then, we ourselves must try to organize exhibitions, awareness camps in different places of the state, in the North-East and also in certain other places outside this region, to gain a better publicity about our courses and facilities available in our institute. Besides these, during interactive sessions of such programmes, we must be prepared to face questions regarding our own negativities and subsequently, work out plans for improvement.

Finally, we must have a definite plan for assessing the responses / feedback to all our efforts so that we can improvise on our own fault lines and make everything look better in time. To actualize such planning into reality, we must implement such plans with full confidence and efforts so that after successful implementation we come to know about the practical problems and lacunae.



## INSTITUTE OF DISTANCE & OPEN LEARNING

### GAUHATI UNIVERSITY

### PROJECT (2013-2014)

#### Post Graduate Diploma In Journalism and Mass Communication (PGDJMC)/ Master of Communication & Journalism (MCJ) Module-I

#### General Guidelines for submission of Project in PGDJMC/MCJ (Module-I)

The students of the Post Graduate Diploma in Journalism and Mass Communication are required to prepare a Project on any media-related topic.

- 1) Medium of the Project is English only.
- 2) Prepare a project (Dissertation) or an audio-visual production on an event, festival, landmark in their local areas or any of the media related topics, script writing for a similar programme etc.
- 3) A feature/article published or broadcast in established newspapers/ magazines/TV channels or Radio broadcast may also be considered. However, they **must be published after the date you have admitted for the course**. In this case, Photostat copies of articles/features, CDs of the features/programmes broadcast must be submitted.
- 4) **For dissertation -**
  - i) Type in A4 size paper on one side only.
  - ii) Use Times New Roman fonts in 12 pt. with 1.5 line spacing.
  - iii) Number of pages for dissertation may vary from 30-60.
  - iv) Project must be spiral binded.
- 5) **For AV Project -**
  - i) AV project should be for the duration of 3-15 minutes.
  - ii) Submit the script of the AV project along with CV/DVD etc.
  - iii) Give the name casting giving all relevant information in AV project.
- 6) Student has to submit 2 copies of project.
- 7) Project (Dissertation/AV project/Articles/feature) should be arrange as below:-
  - a) Title page giving title of the project; Name, Roll No., Session of the student, Name & designation of the Guide etc.
  - b) Certificate.
  - c) Acknowledgement.
  - d) Text.
  - e) Reference/Bibliography (if any).
  - f) Annexure (if any).

The **Project** has to be submitted latest by **24<sup>th</sup> December, 2013** certified by a senior person, preferably from media of a rank not below Executive Editor, Deputy, Senior Correspondent etc. that the work is an original one carried out by the student himself or herself. If media persons are not available locally, senior teachers from local colleges, educational institutions preferably from the departments of Economics, Political Science, Sociology, and English etc. are also acceptable.

*(Formatting to be typed in official letter pad)*

## **CERTIFICATE**

*This is to certify that the Project ..... (title of the Project  
.....).submitted by .....*

*A student of **PGDJMC/MCJ (Module-I)** course of the Institute of Distance & Open Learning,  
Gauhati University is an original work carried out by himself/herself.*

*This may be accepted as a requirement for the award of **PGDJMC/MCJ (Module-I)** under  
**IDOL, G.U.***

*Signature with seal*

*Name :*

*Date :*

*Designation :*