



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: 2014-2015

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 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.
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 22, 2014**.

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

(All the Questions are compulsory carrying 10 marks each)

Paper I : Introduction to Mass Communication

1. What are the different modes of communication being used by Gauhati University Institute of Distance and Open Learning (GU IDOL) to communicate with the students and its Contact Centres and Study Centres? Observe and prepare a note in your own words.
2. Visit the office of the Assam State AIDS Control Society 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 for print media on the 16th General Lok Sabha Elections, 2014 and related issues..
2. Compare the news published in the Sports Pages of any two leading national dailies of India in terms of contents, language, editing styles, photographs, layout, typography and headlines.

Paper III : Advertising

1. Prepare two separate display advertisements for print media to promote Gauhati University and the Directorate of Information and Public Relations(DIPR), Govt. of Assam among the masses respectively.

2. Prepare two separate scripts for radio advertisements or TV advertisements to promote Safe Maternity Practices and Universal Adult Education among the rural masses.

Paper IV : Public Relations

1. Visit any one chapter of the Public Relations Society of India(PRSI) in any part of India including Guwahati and observe the various activities in it and prepare a note on that.
2. Write a press release on behalf of any one recognized PR Firm of any part of India to address a press conference highlighting the potentialities of Public Relations as a profession and academic discipline in India.

Paper V : Emerging Trends in Mass Communication

1. “ Print Media business is facing a real crisis situation in the global media scenario in the wake of new media technology boom.” Critically comment on the statement with suitable examples.
2. Visit any two Private FM Radio stations in any part of India and observe the various new media technologies being used by them and prepare two notes separately on that for each of the FM Stations.

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INSTITUTE OF DISTANCE & OPEN LEARNING

GAUHATI UNIVERSITY

PROJECT (2014-2015)

**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 (PGDJMC)/Master of Communication & Journalism (MCJ Previous) are required to prepare a Project on any media-related topic.

- 1) Medium of the Project is English only.
- 2) Prepare a project (Dissertation) on a topic related to mass communication directly or indirectly or an audio-visual/audio 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 or broadcast after the date you have got admitted into the course**. In this case, Photostat copies of articles/features, CDs of the features/programmes broadcast must be submitted and these features/articles/ AV productions/ Audio productions have to be duly certified by the editor/executive editor/news editor/programme producer/programme executive of the respective media house where this has been published or broadcast.
- 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) Dissertation must be spiral binded.
- 5) **For AV Project/ Audio Project -**
 - i) The AV project/Audio Project should be for the duration of 3-15 minutes.
 - ii) Submit the script of the AV project/ Audio Project along with CD/DVD etc. and also a synopsis.
 - iii) Give the name casting giving all relevant information in AV project/ Audio Project.
- 6) A Student has to submit 2 copies of project to GU IDOL.

7) Project (Dissertation/AV project/ Audio Project/Articles/feature) should be arranged 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 of originality from the guide.
- c) Broadcast Certificate in case of AV/Audio Projects broadcast in a TV or Radio Station.
- c) Acknowledgement.
- d) Text.
- e) Reference/Bibliography (if any).
- f) Annexure (if any).

The **Project** has to be submitted latest by **March, 31, 2015** 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 :