



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

ASSIGNMENTS

Course Code: GEJMC-02

SESSION: 2019-20

Generic Elective Journalism and Mass Communication

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS FOR DOING ASSIGNMENTS

Dear Learner,

You are required to submit your assignment response within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counsellors at your Study Centre. Please submit your assignment response to the Coordinator of your Study Center. For a 4 credit course, there is one Assignment and for 6/8 credit course, there must be minimum 02(two) Assignment.

Purpose of Assignments:

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system. Due weightage is given to the marks/grades you obtain in assignments. This will help you for better performance in the term-end examination. If you secure good grades/marks in assignments, your overall performance will improve.
2. Assignments are also a part of the teaching-learning process in the ODL system. Your assignment, after evaluation, will be returned back to you with specific and general comments by the evaluator. This will help you to know your strength as well as your weakness. Thus, it will establish two-way communication between learner and evaluator.

How to Write Assignments:

Please read the instructions for writing the response of an assignment before you start writing your answer.

1. Write your name, programme code, the course title, enrolment no. and study centre name with code in the top sheet of the assignment answer booklet. The format is given below.

PROGRAMME TITLE: _____

ENROLMENT No.: _____ **NAME:** _____

ADDRESS: _____

COURSECODE: _____ **COURSE TITLE:** _____

ASSIGNMENT CODE: _____ **STUDY CENTRE:** _____

DATE: _____ **SIGNATURE:** _____

2. Before attempting the assignments, please go through the course materials carefully, understand the same and write answers in your own language and style.
3. **Write the answers in your own handwriting.** Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
4. Your handwriting should be neat and readable.

Weightage for each Assignments:

For courses without having Practical

1. Each Theory Assignment will carry 25% weightage and term end examination will carry 75% weightage.
2. Each assignment will be of 100 marks. But it will carry 25% weightage.
3. You have to score minimum pass mark i.e.40% or P (Pass) Grade in 10-point scale for each assignment. In case you do not submit the assignment or get fail mark in the assignment you have to re-submit in the next year.

For courses having Practical

1. Each Theory Assignment will carry 15% weightage and each Practical Assignment will carry 10% weightage and term-end examination will carry 75% weightage.
2. Each assignment will be of 100 marks. But it will carry 25% weightage.
3. You have to score minimum pass mark i.e.40% in each assignment. In case you do not submit the assignment or get fail mark in the assignment you have to re-submit in the next year.

SUBMISSION DATES FOR ASSIGNMENTS

SL. No	Course Code	Name of the Course	Assignment No	Last Date of Submission	Day (As per Calendar)
Theory					
1	GEJMC-02	Introduction to Media and Communication	I	24 May 2020	Sunday
2			II		Sunday

ASSIGNMENT- I

Introduction to Media and Communication (GEJMC-2)

Full Mark – 100

(Answer all the questions, which is Compulsory)

(ସମସ୍ତ ପ୍ରଶ୍ନ ବାଧ୍ୟତା ମୂଳକ)

GROUP- 'A'

ବିଭାଗ-'କ'

Q. No 1. Very Short answer-type Questions (one word).

Marks: 1 × 10= 10

ପ୍ରଶ୍ନ-୧. ଅତି ସଂକ୍ଷିପ୍ତ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ (ଗୋଟିଏ ଶବ୍ଦ)

- The concept of 'Mass' has had a negative connotation. (True / False)
କ) "Mass" ର ଧାରଣା କୁ ନକାରାତ୍ମକ ରୂପେ ଦେଖା ଯାଇଛି । (ଠିକ ବା ଭୁଲ)
- The early mass society theorists saw media in a _____ light. (positive / negative)
ଖ) ପୁରାତନ ମାସ ସୋସାଇଟି ସିଦ୍ଧାନ୍ତବାଦୀ ଗଣମାଧ୍ୟମ କୁ _____ ଦୃଷ୍ଟି ରେ ଦେଖୁଥିଲେ । (ସକାରାତ୍ମକ /ନକାରାତ୍ମକ)
- Name a mass society theory.
ଗ) ଗୋଟିଏ ମାସ ସୋସାଇଟି ସିଦ୍ଧାନ୍ତର ନାମ ଉଲ୍ଲେଖ କର ।
- Propaganda has _____ connotations. (positive / negative)
ଘ) Propaganda କୁ _____ ରୂପେ ଦେଖାଯାଏ । (ସକାରାତ୍ମକ /ନକାରାତ୍ମକ)
- Who was the head of Nazi Germany's film propaganda division?
ଙ) ନାଜି ଜର୍ମାନୀ ରେ ଫିଲ୍ମ propaganda ବିଭାଗର ମୁଖ୍ୟ କିଏ ଥିଲେ?
- Name two primary functions of Mass Media?
ଚ) ଗଣମାଧ୍ୟମର ଦୁଇଟି ପ୍ରାଥମିକ କାର୍ଯ୍ୟ ଲେଖ?
- Name one chief proponent of Limited Effects theory.
ଛ) Limited effect ସିଦ୍ଧାନ୍ତର ମୁଖ୍ୟ ପ୍ରସ୍ତାବକଙ୍କ ନାମ ଲେଖ.
- Name a chief proponent of Attitude Change Theories.
ଜ) Attitude Change ସିଦ୍ଧାନ୍ତର ମୁଖ୍ୟ ପ୍ରସ୍ତାବକଙ୍କ ନାମ ଲେଖ.
- Who is the author of 'The Structural Transformation of Public Sphere'?
ଝ) 'The Structural Transformation of Public Sphere'ର ଲେଖକ କିଏ?
- Who was the chief proponent of the Communitarian Theory of Press?
ଞ) Communitarian Theory of ପ୍ରେସ୍ ର ମୁଖ୍ୟ ପ୍ରସ୍ତାବକଙ୍କ ନାମ କଣ?

Group 'B'

ବିଭାଗ-'ଖ'

Q. No 2. Short answer-type Questions (within two sentences)

Marks: 2X10 = 20

ପ୍ରଶ୍ନ-୨. ସଂକ୍ଷିପ୍ତ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ (ଦୁଇଟି ବାକ୍ୟ ମଧ୍ୟରେ)

- The 'mass' lacks internal order and stability. Justify.
କ) 'mass' ରେ ଅନ୍ତର୍ନିହିତ ସ୍ଥିରତାର ଅଭାବ ଦେଖାଯାଏ । ଯତାର୍ଥ ଦିଅ ।
- Why did the early mass society theorists see media as an instrument of capitalists?

- ଖ) ସିଧାନ୍ତବାଦୀ ଗଣମାଧ୍ୟମକୁ ପୁଞ୍ଜିପତିଙ୍କ ଏକ ଉପକରଣ ଭାବେ କାହିଁକି ଦେଖନ୍ତି?
- c) What is an information society?
ଗ) Information society କାହାକୁ କୁହାଯାଏ?
- d) What is the difference between propaganda and persuasion?
ଘ) Propaganda ଓ persuasion ମଧ୍ୟରେ ପ୍ରଭେଦ କଣ?
- e) Propaganda techniques were sharpened during the World Wars. Do you agree?
ଙ) ବିଶ୍ୱଯୁଦ୍ଧ ସମୟରେ propaganda କୌଶଳ ପ୍ରୟୋଗ କରାଯାଇଥିଲା କି?
- f) How does mass media promote culture?
ଚ) ଗଣମାଧ୍ୟମ କିପରି କଳା ଓ ସଂସ୍କୃତି କୁ ପ୍ରୋତ୍ସାହନ ଦେଇଥାଏ?
- g) Did the Limited Effects theorists support the Mass Society approach?
ଛ) Limited effects ସିଦ୍ଧାନ୍ତବାଦୀ mass ସୋସାଇଟି ଦୃଷ୍ଟିକୋଣକୁ ଗ୍ରହଣ କରନ୍ତି କି?
- h) What is Dissonance theory?
ଜ) Dissonance theory କଣ?
- i) Who are ‘opinion leaders’?
ଝ) Opinion leaders କିଏ?
- j) What is Communitarian Theory of the Press?
ଞ) Communitarian Theory of the Press କଣ ?

Group ‘C’

ବିଭାଗ-‘ଗ’

Q. No 3. Medium answer-type Questions (within 75 words) Marks: 3X10 = 30

ପ୍ରଶ୍ନ-୩-ମଧ୍ୟମ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ(୭୫ ଶବ୍ଦ ମଧ୍ୟର)

- a) “There are no masses, only ways of seeing people as masses”. What was Raymond Williams trying to say in the preceding sentence?
କ) “There are no masses, only ways of seeing people as masses”. Raymond Willams ନିଜର ଏହି ଚିନ୍ତଣରେ କଣ କହିବାକୁ ଚାହାନ୍ତି?
- b) Commercialised mass communication has led to replacement of genuine public by aggregates of people who can’t formulate their own agenda. Do you agree with the above opinion of C. Wright Mills? Why/why not?
ଖ) ଗଣମାଧ୍ୟମର ବ୍ୟବସାୟକରଣ ଏପରି ଏକ ଜନସାଧାରଣଙ୍କ ଗୋଷ୍ଠୀ ସୃଷ୍ଟି କରିଛି ଯେଉଁମାନେ ନିଜର ଆବିମୁଖ୍ୟ ଦର୍ଶାଇବାରେ ଅସମର୍ଥ | C. Wright Millsଙ୍କ କଥା ରେ ଆପଣ ଏକମତ କି? କାହିଁକି/ କାହିଁକି ନୁହଁ?
- c) Why is Communication Technology Determinism seen as a mass society theory?
ଗ) Communication Technology Determinism କୁ mass society ସିଦ୍ଧାନ୍ତ ଭାବରେ କାହିଁକି ଗ୍ରହଣ କରାଯାଏ?
- d) How does propaganda differ from publicity?
ଘ) Propaganda publicity ଠାରୁ କିପରି ଭିନ୍ନ?
- e) A propagandist believes that end justifies the means. Justify.
ଙ) Propaganda କରୁଥିବା ବ୍ୟକ୍ତିର ମତରେ ଲକ୍ଷ ହାସଲ କରିବା ସାଧନ ଠାରୁ ଅଧିକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ | ଯାତାର୍ଥ ଦିଅ |

- f) Why have governments resorted to propaganda mainly during wars?
 ଚ) ଯୁଦ୍ଧ କାଳୀନ ସମୟରେ ସରକାର କାହିଁକି ଅଧିକ Propaganda କରିଥାଏ?
- g) Advertising is the most blatant form of persuasion. Justify.
 ଛ) ବିଜ୍ଞାପନ ଏକପ୍ରକାର ଲଜ୍ୟାକର ପ୍ରବର୍ତ୍ତନ ଶୈଳୀ । ଯାତାର୍ଥ ଦିଅ ।
- h) Explain the interactive perspective proposed by Denis McQuail.
 କ) Denis McQuail ଦ୍ଵାରା ଦିଆଯାଇଥିବା interactive perspective ର ବ୍ୟାଖ୍ୟା କରନ୍ତୁ
- i) What is the difference between 'two-step flow' and 'multi-step flow' theories?
 ଝ) 'two-step flow' ଏବଂ 'multi-step flow' ସିଦ୍ଧାନ୍ତ ମଧ୍ୟରେ ପାର୍ଥକ୍ୟ କଣ?
- j) How does media support the public sphere?
 ଞ) ଗଣମାଧ୍ୟମ public sphere କୁ କିପରି ସାହାଯ୍ୟ କରେ?

Group 'D'

ବିଭାଗ-'ଘ'

Q. No 4. Long answer-type Questions (within 500 words)

Marks: 4 X 10 = 40

ପ୍ରଶ୍ନ-୪- ଦୀର୍ଘ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ(୫୦୦ ଶବ୍ଦ ମଧ୍ୟର)

- a) Mass communication is impersonal, anonymous and maintains an asymmetrical relationship with its audience. Do the above traits present mass communication in a poor light? Do you, as an audience, bear an asymmetric relationship with your favourite TV channel? How?
 କ) ଗଣ ଯୋଗାଯୋଗ ଏକପ୍ରକାର ଅବୟକ୍ତିକ ଓ ନିଜର ଦର୍ଶକ ମାନଙ୍କ ସହ ଅସମାନ ସମ୍ପର୍କ ରଖିଥାଏ । ଏହା ଠିକ କି? ତୁମ ଚିତ୍ତି ଚାଳନା ସହ ତୁମର କି ସମ୍ପର୍କ ଅଛି? ଏହା ସମାନ କି ଅସମାନ? ବର୍ଣ୍ଣନା କର ।
- b) Propaganda 'shapes perceptions' and 'manipulates cognition'. How did Adolf Hitler use the propaganda machinery to 'shape the perceptions' of German citizens during the second World War?
 ଖ) Propaganda ଚିତ୍ରାଧାରକୁ ପ୍ରଭାବିତ କରିଥାଏ । ଦ୍ଵିତୀୟ ବିଶ୍ଵଯୁଦ୍ଧ ସମୟରେ Adolf Hitler ନିଜର propangada ବ୍ୟବସ୍ଥା କୁ କିପରି କାର୍ଯ୍ୟକାରୀ କରିଥିଲେ?
- c) Media consumers employ selective perception and selective exposure to protect themselves from the impact of Dissonance. Cite an example in support of the above.
 ଗ) ଗଣମାଧ୍ୟମ ଉପଭୋକ୍ତା Dissonance ଠାରୁ ନିଜକୁ ବଞ୍ଚେଇବାକୁ କିଭଳିଭାବେ selective perception and selective exposure ର ପ୍ରୟୋଗ କରନ୍ତି? ଉଦାହରଣ ସହ ବୁଝାଅ ।
- d) Can the rise of digital media reinforce the Public Sphere that is alleged to have been hijacked by mainstream media?
 ଘ) ମୁଖ୍ୟଧାରା ଗଣମାଧ୍ୟମ ଦ୍ଵାରା ପ୍ରତାଡ଼ିତ ହୋଇଥିବା Public Sphere କୁ ଡିଜିଟାଲ ଗଣମାଧ୍ୟମ କଣ ପୁନଃସୂଚନା କରିପାରିବ?

ASSIGNMENT- II

Introduction to Media and Communication (GEJMC-2)

Full Mark – 100

(Answer all the questions, which is Compulsory)

(ସମସ୍ତ ପ୍ରଶ୍ନ ବାଧ୍ୟତା ମୂଳକ)

GROUP- 'A'

ବିଭାଗ-'କ'

Q. No 1. Very Short answer-type Questions (one word).

Marks: 1 × 10= 10

ପ୍ରଶ୍ନ-୧. ଅତି ସଂକ୍ଷିପ୍ତ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ (ଗୋଟିଏ ଶବ୍ଦ)

- a) _____ theory of mass media came from the concept of communism.
କ) ସାମ୍ୟବାଦ ଚିନ୍ତାଧାରାରୁ ଗଣମାଧ୍ୟମର _____ ସିଦ୍ଧାନ୍ତର ସୃଷ୍ଟି
- b) _____ theory of communication is under the control of Govt.
ଖ) _____ ସିଦ୍ଧାନ୍ତ ଯୋଗାଯୋଗ ସରକାର ଅଧିନ.
- c) Agenda setting theory was started in the year _____.
ଗ) Agenda setting ସିଦ୍ଧାନ୍ତ _____ ବର୍ଷ ଆରମ୍ଭ ହୋଇଥିଲା
- d) Gate keeping is associated with _____ theory.
ଘ) Gatekeeping _____ ସିଦ୍ଧାନ୍ତ ସହ ସମ୍ପୃକ୍ତ.
- e) _____ propounded the theory of “Spiral of Silence”.
ଙ) "Spiral of Silence" ସିଦ୍ଧାନ୍ତ _____ ଦ୍ଵାରା ପ୍ରସ୍ତାବିତ ହୋଇଥିଲା
- f) Communication is incomplete if there is no _____.
ଚ) _____ ନଥିଲେ ଯୋଗାଯୋଗ ଅସମ୍ପୂର୍ଣ୍ଣ ବୋଲି ଧରିବା
- g) _____ model suggests that encoding and decoding are important part of a communication process.
ଛ) _____ ସିଦ୍ଧାନ୍ତରେ encoding and decoding ଯୋଗାଯୋଗ ମୁଖ୍ୟ ଭାବରେ କାର୍ଯ୍ୟ କରେ
- h) SMCR model of communication founded by _____.
ଜ) SMCR ସିଦ୍ଧାନ୍ତ _____ ଦ୍ଵାରା ଆରମ୍ଭ ହୋଇଥିଲା
- i) Opinion leader is a concept of _____ theory.
ଝ) Opinion leader _____ ସିଦ୍ଧାନ୍ତର ଏକ ଧାରଣା.
- j) The Newcomb model of communication is known as _____ model.
ଞ) Newcomb ସିଦ୍ଧାନ୍ତ ଯୋଗାଯୋଗକୁ ମଧ୍ୟ _____ ସିଦ୍ଧାନ୍ତ ଯୋଗାଯୋଗ କୁହାଯାଏ.

Group 'B'

ବିଭାଗ-'ଖ'

Q. No 2. Short answer-type Questions (within two sentences)

Marks: 2X10 = 20

ପ୍ରଶ୍ନ-୨. ସଂକ୍ଷିପ୍ତ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ (ଦୁଇଟି ବାକ୍ୟ ମଧ୍ୟର)

- a) Who wrote the book “Four theories of the press”?
କ) “Four theories of the press” ବହି କିଏ ଲେଖିଛନ୍ତି?
- b) What is authoritarian theory of communication?
ଖ) କଡ଼ତ୍ଵବାଦୀ ସିଦ୍ଧାନ୍ତ ଯୋଗାଯୋଗ କାହାକୁ କୁହାଯାଏ?
- c) What is the concept of communication model?

- ଗ) ଯୋଗାଯୋଗ ମୋଡେଲର ଧାରଣା କାହାକୁ କୁହାଯାଏ?
- d) What comes into linear communication model?
- ଘ) ଲିନାର ଯୋଗାଯୋଗ ମଡେଲ ମଧ୍ୟରେ କଣ ଅନ୍ତର୍ଭୁକ୍ତ?
- e) State the role of media in participatory communication.
- ଙ) Participatory ଯୋଗାଯୋଗରେ ଗଣମାଧ୍ୟମର ଭୂମିକା ବର୍ଣ୍ଣନା କର
- f) Write the five elements of Aristotle model of communication?
- ଚ) Aristotle model ଯୋଗାଯୋଗର ପାଞ୍ଚଟି ଉପାଦାନ କଣ?
- g) Which model of communication is known as reception theory?
- ଛ) କାଉ ମଡେଲ ଯୋଗାଯୋଗକୁ reception ସିଦ୍ଧାନ୍ତ ରୂପେ ପରିଚିତ?
- h) Who developed two step flow of communication theory?
- ଜ) ଦୁଇ ସୋପାନ ଯୋଗାଯୋଗ ସିଦ୍ଧାନ୍ତ କିଏ ଉଦ୍ଭାବନ କରିଛନ୍ତି?
- i) Which model is also known as mathematical models of communication?
- ଝ) କେଉଁ ମଡେଲକୁ mathematical ମଡେଲ ଯୋଗାଯୋଗ ମଧ୍ୟ କୁହାଯାଏ?
- j) Which model is known as earliest Mass Communication Model?
- ଞ) କେଉଁ ମଡେଲକୁ ସର୍ବପୁରାତନ ଗଣଯୋଗାଯୋଗ ମୋଡେଲ କୁହାଯାଏ?

Group 'C'

ବିଭାଗ-'ଗ'

Q. No 3. Medium answer-type Questions (within 75 words)**Marks: 3X10 = 30**

ପ୍ରଶ୍ନ-୩-ମଧ୍ୟମ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ(୭୫ ଶବ୍ଦ ମଧ୍ୟର)

- a) Explain libertarian theory of communication?
- କ) libertarian ସିଦ୍ଧାନ୍ତ ଯୋଗାଯୋଗକୁ ବର୍ଣ୍ଣନା କର?
- b) Explain social responsibility theory of communication?
- ଖ) ସାମାଜିକ ଦାୟତା ବୋଧତା ଯୋଗାଯୋଗ ସିଦ୍ଧାନ୍ତକୁ ବର୍ଣ୍ଣନା କର?
- c) Explain cultivation theory of mass communication.
- ଗ) Cultivation ଯୋଗାଯୋଗ ସିଦ୍ଧାନ୍ତକୁ ବର୍ଣ୍ଣନା କର?
- d) What is the difference between framing and priming?
- ଘ) Framing and priming ମଧ୍ୟରେ ପ୍ରଭେଦ କଣ?
- e) What are the advantages of communication model?
- ଙ) ଯୋଗାଯୋଗ ମଡେଲରେ ସୁବିଧା ଗୁଡ଼ିକ କଣ?
- f) Write the advantages and disadvantages of Osgood-Schramm model of communication.
- ଚ) Osgood-Schramm ଯୋଗାଯୋଗ ମଡେଲର ଉପକାରିତା ଓ ଅପକାରିତା ଗୁଡ଼ିକୁ ଲେଖା.
- g) What are the advantages of Helical Model of Communication?
- ଛ) Helical ଯୋଗାଯୋଗ ମଡେଲର ସୁବିଧା ସବୁ କଣ?
- h) Write a brief note on De Fleur's Model of Communication.
- ଜ) De Fleur's ଯୋଗାଯୋଗ ମଡେଲ ବିଷୟର ସଂକ୍ଷିପ୍ତ ଚିହ୍ନଟି ଲେଖ
- i) Describe ritual or expressive model.
- ଝ) Ritual and expressive ମଡେଲ ବିଷୟର ବର୍ଣ୍ଣନା କର
- j) Explain publicity model.
- ଞ) Publicity ମଡେଲକୁ ବାଖ୍ୟା କର

Group 'D'

ବିଭାଗ-'ଘ'

Q. No 4. Long answer-type Questions (within 500 words)

Marks: 4 X 10 = 40

ପ୍ରଶ୍ନ-୪- ଦୀର୍ଘ ଉତ୍ତର ମୂଳକ ପ୍ରଶ୍ନ(୫୦୦ ଶବ୍ଦ ମଧ୍ୟର)

- a) What is agenda setting theory of communication? Explain.
କ) Agenda setting ଯୋଗାଯୋଗ ସିଦ୍ଧାନ୍ତ କଣ? ବର୍ଣ୍ଣନା କର.
- b) Why social responsibility and libertarian theories called normative theories.
ଖ) Social responsibility and libertarian ସିଦ୍ଧାନ୍ତକୁ normative ସିଦ୍ଧାନ୍ତ କାହିଁକି କୁହାଯାଏ?
- c) Discuss garbner model of communication and its concept.
ଗ) Garbner ଯୋଗାଯୋଗ ସିଦ୍ଧାନ୍ତ ଓ ଧାରଣା ବିଷୟରେ ବର୍ଣ୍ଣନା କର
- d) Describe two flow of communication model with the concept of opinion leader.
ଘ) ଦୁଇ ସୋପାନ ଯୋଗାଯୋଗ ମଡେଲରେ opinion leader ର ଭୂମିକା ବର୍ଣ୍ଣନା କର
