



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

ASSIGNMENTS

ASSIGNMENT CODE: 5, 6, 7, 8

Course Code: JMC-05, 06, 07, 08

(Theory)

SESSION: 2019-20

Master of Arts in Journalism and Mass Communication
(MJMC)
Second Semester

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: _____

COURSE CODE: _____ **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	Last Date of Submission	Day (As per Calendar)
Theory				
1	JMC-05	Emerging and Social Media Journalism	20th October 2019	Sunday
2	JMC-06	PR, Advertising and Media Management	20th October 2019	Sunday
3	JMC-07	Communication Theory	20th October 2019	Sunday
4	JMC-08	Communication Research	20th October 2019	Sunday

Emerging and Social Media Journalism (JMC-05)

(Answer all the questions, which is Compulsory)

Group- 'A'

Q. No. 1 Answer one word or one sentence within each

Marks: 1 × 10 = 10

- | | |
|--|---------------------------------------|
| a) WWW stands for_____. | କ) WWW ର ପୁରା ନାମ _____ |
| b) Podcast is a _____. | ଖ) Podcast ଗୋଟି _____ |
| c) Google is a_____. | ଗ) Google ଗୋଟି _____ |
| d) 'app' means_____. | ଘ) "ଆପ" କହିଲେ _____ |
| e) Why hashtag (#) is used? | ଙ) Hashtag (#) କାହିଁକି ବ୍ୟବହାର କରାଯାଏ |
| f) Who is Mark Zuckenberg? | ଚ) Mark Zuckenberg କିଏ? |
| g) Write 2 popular social media name. | |
| ଛ) ଦୁଇଟି ଲୋକପ୍ରିୟ ସାମାଜିକ ଗଣମାଧ୍ୟମର ନାମ ଲେଖା | |
| h) Write full form of 'SMS'. | ଜ) SMS ର ପୁରା ନାମ _____ |
| i) 'http' stands for_____. | ଝ) "HTTP" ର ପୁରା ନାମ _____ |
| j) WhatsApp was started in the year _____. | ଞ) _____ ବର୍ଷ WhatsApp ଆରମ୍ଭ ହୋଇଥିଲା |

Group- 'B'

Q. No 2. Short answer-type Questions (Word Limit: 100 Words)

Marks: 5 X 5 = 25

- | | |
|---|---------------------------------------|
| a) What do you mean by Emerging Media? | କ) ଏମେର୍ଜିଙ୍ଗ ମିଡ଼ିଆ କହିଲେ କଣ ବୁଝ? |
| b) Write the benefit of Social Media? | ଖ) ସାମାଜିକ ଗଣମାଧ୍ୟମର ଉପକାରିତା ଲେଖା? |
| c) What is crowdsourcing? | ଗ) Crowdsourcing କହିଲେ କଣ? |
| d) What are the advantages of Whatsaap? | ଘ) Whatsaap ରେ ଥିବା ସୁବିଧା ଗୁଡ଼ିକ କଣ? |
| e) What is digital videos? | ଙ) ଡିଜିଟାଲ ଭିଡ଼ିଓ କାହାକୁ କୁହାଯାଏ? |

Group-‘C’**Q. No 3. Medium answer-type Questions (Word Limit: 200 Words)****Marks: 10 X 4 = 40**

a) Explain the major difference between emerging media and print media.

କ) ଏମେଜିଙ୍ଗ ଗଣମାଧ୍ୟମ ଓ ମୁଦ୍ରଣ ଗଣମାଧ୍ୟମ ମଧ୍ୟର ଥିବା ପାର୍ଥକ୍ୟ ଗୁଡ଼ିକ ବର୍ଣ୍ଣନା କର ।

b) Explain the use of smart phone in reporting and editing?

ଖ) ଖବର ସଂଗ୍ରହ ଓ ସମ୍ପାଦନା କ୍ଷେତ୍ରରେ ସ୍ମାର୍ଟ ଫୋନ୍‌ର ବ୍ୟବହାର କିପରି କରାଯାଏ? ବର୍ଣ୍ଣନା କର ।

c) Describe different type of social media.

ଗ) ବିଭିନ୍ନ ପ୍ରକାର ସାମାଜିକ ଗଣମାଧ୍ୟମ ବିଷୟରେ ବର୍ଣ୍ଣନା କର?

d) Explain different characteristics of emerging media.

ଘ) ଏମେଜିଙ୍ଗ ଗଣମାଧ୍ୟମର ବିଭିନ୍ନ ଚରିତ୍ର ବର୍ଣ୍ଣନା କର ।

Group ‘D’**Q. No 4. Long answer-type Questions (Word Limit: 300 Words)****Marks: 12.5 X 2 = 25**

a) What is the impact of emerging media on mainstream media? Explain.

କ) ଏମେଜିଙ୍ଗ ଗଣମାଧ୍ୟମର ମୁଖ୍ୟଧାରା ଗଣମାଧ୍ୟମ ଉପରେ କିପରି ପ୍ରଭାବ ପକାଉଅଛି? ବର୍ଣ୍ଣନା କର ।

b) Explain how facebook has affected personal communication.

ଖ) Facebook ପାରସ୍ପରିକ ଯୋଗାଯୋଗ ଉପରେ କିପରି ପ୍ରଭାବ ପକେଇଛି. ବର୍ଣ୍ଣନା କର ।

PR, Advertising and Media Management (JMC-06)

Group- 'A'

Q. No. 1 Answer one word or one sentence within each

Marks: 1 × 10= 10

- a) Ivy Lee is known as father of _____ .
କ) _____ ପାଇଁ Ivy Lee କୁ ଜନକ ର ଆଖ୍ୟା ମିଳିଛି ।
- b) Indian Copyright Act, was enacted in the year_____.
ଖ) _____ ମାସିଆରେ ଭାରତୀୟ copyright ଅଧିନିୟମ ପ୍ରଣୟନ ହୋଇଥିଲା ।
- c) CSR stands for _____ .
ଗ) CSR ର ପୂରା ନାମ _____ ।
- d) ASCI stands for _____ .
ଘ) ASCI ର ପୂରା ନାମ _____ ।
- e) DPRO stands for_____ .
ଙ) DPRO ର ପୂରା ନାମ _____ ।
- f) PRSI stand for _____ .
ଚ) PRSI ର ପୂରା ନାମ _____ ।
- g) What is Brand identity?
ଛ) ବ୍ରାଣ୍ଡ ପରିଚୟ କଣ?
- h) PTI stands for_____ .
ଜ) PTI ର ପୂରା ନାମ _____ ।
- i) AIDA stands for_____ .
ଝ) AIDA ର ପୂରା ନାମ _____ ।
- j) “op-ed” stands for_____ .
ଞ) “op-ed” କହିଲେ _____ ।

Group- 'B'

Q. No 2. Short answer-type Questions (Word Limit: 100 Words)

Marks: 5 X 5 = 25

- a) What is the objectives of Public Relations?
କ) ଲୋକସମ୍ପର୍କ ର ଉଦ୍ଦେଶ୍ୟ କଣ?
- b) How advertising is different from Marketing?
ଖ) ବିଜ୍ଞାପନ ମାର୍କେଟିଙ୍ଗ ଠାରୁ ଭିନ୍ନ କିପରି?
- c) Why Media Relations is Important?
ଗ) ଗଣମାଧ୍ୟମ ସହ ସମ୍ପର୍କର ଆବଶ୍ୟକତା କଣ?
- d) What is the role of social media in PR?
ଘ) ଲୋକସମ୍ପର୍କରେ ସାମାଜିକ ଗଣମାଧ୍ୟମର ଭୂମିକା କଣ?
- e) What is surrogate Advertisement?
ଙ) Surrogate ବିଜ୍ଞାପନ କଣ?

Group-‘C’**Q. No 3. Medium answer-type Questions (Word Limit: 200 Words) Marks: 10 X 4 = 40**

- a) Discuss the role of public relations in developing countries.
କ) ବିକଶିତ ଦେଶମାନଙ୍କରେ ଲୋକସମ୍ପର୍କରେ ଭୂମିକା କଣ ବର୍ଣ୍ଣନା କର ।
- b) What are five Theories of Advertisement?
ଖ) ବିଜ୍ଞାପନର ପାଞ୍ଚୋଟି ସିଦ୍ଧାନ୍ତ ଗୁଡ଼ିକ କଣ?
- c) Describe different types of media ownership.
ଗ) ବିଭିନ୍ନ ପ୍ରକାର ଗଣମାଧ୍ୟମ ମାଲିକାନା ବିଷୟର ଆଲୋଚନା କର ।
- d) Describe different income source of media?
ଘ) ଗଣମାଧ୍ୟମର ବିଭିନ୍ନ ପ୍ରକାର ଆୟର ଉତ୍ସ ବର୍ଣ୍ଣନା କର ।

Group ‘D’**Q. No 4. Long answer-type Questions (Word Limit: 300 Words) Marks: 12.5 X 2 = 25**

- a) Paid News is a threat to Media! Describe?
କ) Paid News ଗଣମାଧ୍ୟମ ପାଇଁ ବିପଦ! ବର୍ଣ୍ଣନା କର?
- b) What is Crises Communication? Answer with Examples.
ଖ) ସଙ୍କଟ ସମୟର ଯୋଗାଯୋଗ କାହାକୁ କୁହାଯାଏ? ଉଦାହରଣ ସହ ଉତ୍ତର ଦିଅ ।

Communication Theory (JMC-07)

Group- 'A'

Q. No. 1 Answer one word or one sentence within each

Marks: 1 × 10 = 10

- a) Paul Lazerfeld and Elihu Katz found two step Theory in the year _____.
 କ) _____ ବର୍ଷ ପାଉଲ ଲଜେରଫେଲ୍ ଓ ଏଲହୁ କର୍ଟଜ୍ ଦୁଇ ସୋପାନ ସିଦ୍ଧାନ୍ତ ଆରମ୍ଭ କରିଥିଲେ ।
- b) Evert M Rogers written his book Diffusion of Innovation in the year _____
 ଖ) _____ ବର୍ଷ Evert M Rogers diffusion of innovation ବହି ଲେଖିଥିଲେ ।
- c) _____ theory was developed in the 16th and 17th century in England.
 ଗ) ୧୬ଶ -୧୭ଶ ଶତାବ୍ଦୀରେ _____ ସିଦ୍ଧାନ୍ତ ଇଂଲଣ୍ଡରୁ ଆରମ୍ଭ ହୋଇଥିଲା ।
- d) SMCR stands for _____. ଘ) SMCR ର ପୁରା ନାମ _____ ।
- e) Garbner Model of Communication was introduced in the year _____.
 ଙ) _____ ବର୍ଷ Garbnerର ଆଦର୍ଶ ଯୋଗାଯୋଗ ଆରମ୍ଭ ହୋଇଥିଲା ।
- f) Authoritarian theory of communication is under the control of _____.
 ଚ) Authoritarian ସିଦ୍ଧାନ୍ତ ଯୋଗାଯୋଗ _____ ଦ୍ୱାରା ପରିଚାଳିତ ।
- g) Television is _____ model of Communication.
 ଛ) ଟେଲିଭିଜନ ଏକ _____ ସିଦ୍ଧାନ୍ତ ଯୋଗାଯୋଗ ପ୍ରକ୍ରିୟା ।
- h) Sender-Encoding-_____ - Decoding-Receiver.
- i) New comb's ABX model of Communication was introduced in the year _____.
 ଜ) _____ ବର୍ଷ New Combକିଁ ABX model of Communication ଆରମ୍ଭ ହୋଇଥିଲା ।
- j) World system theory is in many ways an adaption of _____ theory.
 ଝ) _____ ସିଦ୍ଧାନ୍ତକୁ world system theory ରୂପେ ଗ୍ରହଣ କରାଯାଇଛି ।

Group- 'B'

Q. No 2. Short answer-type Questions (Word Limit: 100 Words)

Marks: 5 X 4 = 20

- a) What is Hypodermic Needle Theory?
 କ) Hypodermic Needle Theory କିଛି?
- b) What is Gate Keeping Theory?
 ଖ) Gate keeping theory କିଛି?

c) Write a brief note on ICT?

ଗ) ICT ଉପରେ ଏକ ବିସ୍ତୃତ ବିବରଣୀ ଦିଅ?

d) What is the significance of Communication Model?

ଘ) ଯୋଗାଯୋଗ ଗଠନ ଢଙ୍ଗରେ ତାତ୍ପର୍ଯ୍ୟ କଣ?

Group-‘C’

Q. No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

a) Define Shannon and Weaver Model of Communication with Diagram.

କ) Shannon ଓ Weaver ଆଦର୍ଶ ଯୋଗାଯୋଗକୁ ଚିତ୍ର ସହ ବର୍ଣ୍ଣନା କର?

b) Define Lasswell Model of communication.

ଖ) Lasswell ଆଦର୍ଶ ଯୋଗାଯୋଗକୁ ବର୍ଣ୍ଣନା କର ।

c) How Opinion leader concept is used in two step flow communication model?

ଗ) ଦୁଇ ସୋପାନ ସିଦ୍ଧାନ୍ତରେ ମତାମତ ଦେଉଥିବା ନେତାଙ୍କ ଧାରଣା କଣ?

d) Describe Helical model of Communication with example.

ଘ) Helical ଆଦର୍ଶ ଯୋଗାଯୋଗକୁ ଉଦାହରଣ ସହ ବର୍ଣ୍ଣନା କର?

Group ‘D’

Q. No 4. Long answer-type Questions (Word Limit: 300 Words)

Marks: 15 X 2 = 30

a) Define four Elements of diffusion and innovation?

କ) Diffusion ଓ Innovationର ଚାରୋଟି ଉପାଦାନକୁ ବିସ୍ତୃତରେ ବର୍ଣ୍ଣନା କର?

b) Describe the concept of development communication with examples.

ଖ) ଉନ୍ନୟନ ପ୍ରକ୍ରିୟା ଯୋଗାଯୋଗ ଧାରଣାକୁ ଉଦାହରଣ ସହ ବର୍ଣ୍ଣନା କର ।

Communication Research (JMC-08)

Group- 'A'

Q. No. 1 Answer one word or one sentence within each

Marks: 1 × 10= 10

- a) Primary data is own source of data. True or False.
କ) ପ୍ରାଥମିକ ତଥ୍ୟ ଏକ ପ୍ରକାର ନିଜସ୍ୱ ତଥ୍ୟ. ଠିକ ବା ଭୁଲ ।
- b) In India census is done in every _____ years.
ଖ) ଭାରତରେ ଜନଗଣନା ପ୍ରତ୍ୟକ _____ ବର୍ଷରେ ଥରେ ହୋଇଥାଏ ।
- c) Internet is the only source of secondary data. True or False.
ଗ) ଇଣ୍ଟରନେଟ ମାଧ୍ୟମିକ ତଥ୍ୟର ଏକମାତ୍ର ସ୍ରୋତ. ଠିକ ବା ଭୁଲ ।
- d) _____ is the first step to start a research process.
ଘ) _____ ହେଉଛି ଗବେଷଣା ପଦ୍ଧତିର ପ୍ରଥମ ସୋପାନ ।
- e) Questionnaire is a _____ of data collection.
ଙ) ତଥ୍ୟ ସଂଗ୍ରହ ପାଇଁ ପ୍ରଶ୍ନାବଳୀ ଏକ ପ୍ରକାର _____ ।
- f) Bibliography is written at the end. True or false?
ଚ) ଗ୍ରନ୍ଥ-ସୂଚୀ ସର୍ବଶେଷ ରେ ଲେଖାଯାଏ . ଠିକ ବା ଭୁଲ ।
- g) In research, systematic study of previous research and book reading is called _____.
ଛ) ଗବେଷଣାରେ, ପୂର୍ବ ଗବେଷଣାକୁ ଅଧ୍ୟୟନ ଓ ବହି ପଢ଼ିବାକୁ _____ କୁହାଯାଏ ।
- h) _____ method is used only when respondents are educated and cooperating.
ଜ) ପ୍ରତିବାଦୀ ଶିକ୍ଷିତ ଓ ସହଯୋଗୀ ହେଲେ _____ ପଦ୍ଧତି ବ୍ୟବହାର କରାଯାଏ ।
- i) An experience survey is a type of _____.
ଝ) ଏକ ଅନୁଭୂତିପୂର୍ଣ୍ଣ ସର୍ବେକ୍ଷଣ ଏକ ପ୍ରକାର _____ ।
- j) Surveys are used in _____ research studies.
ଞ) ସର୍ବେକ୍ଷଣ _____ ପ୍ରକାର ଗବେଷଣାରେ ବ୍ୟବହାର କରାଯାଏ ।

Group- 'B'

Q. No 2. Short answer-type Questions (Word Limit: 100 Words)

Marks: 5 X 4 = 20

- a) What do you mean by research?
କ) ଗବେଷଣା କିହିଲେ କଣ ବୁଝ?
- b) What are the characteristic of good research?
ଖ) ଗୋଟିଏ ଭଲ ଗବେଷଣାର ଚରିତ୍ର ଗୁଣ କଣ?

c) What are the types of research design?

ଗ) ବିଭିନ୍ନ ପ୍ରକାର ଗବେଷଣା ରୂପାଙ୍କନ କଣ?

d) What is primary data?

ଘ) ପ୍ରାଥମିକ ତଥ୍ୟ କାହାକୁ କୁହାଯାଏ?

Group-‘C’

Q. No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

a) Write the process of research in sequence.

କ) ଗବେଷଣା ପଦ୍ଧତିର ଅନୁକ୍ରମ ଗାଢ଼ିକୁ ଲେଖ ।

b) Point out the difference between Qualitative and Quantitative Research.

ଖ) ଗୁଣାତ୍ମକ ଓ ପରିମାଣାତ୍ମକ ଗବେଷଣା ମଧ୍ୟର ପ୍ରଭେଦ ଗୁଡ଼ିକ ଆଲୋଚନା କର ।

c) Describe the elements of communication research.

ଗ) ଯୋଗାଯୋଗ ଗବେଷଣାର ମୂଳତତ୍ତ୍ୱ ବର୍ଣ୍ଣନା କର ।

d) What is ethics in research?

ଘ) ଗବେଷଣାରେ ନୀତିର ଆବଶ୍ୟକତା କଣ?

Group ‘D’

Q. No 4. Long answer-type Questions (Word Limit: 300 Words)

Marks: 15 X 2 = 30

a) Describe different type of research?

କ) ବିଭିନ୍ନ ପ୍ରକାର ଗବେଷଣା ପଦ୍ଧତିକୁ ବର୍ଣ୍ଣନା କର?

b) What is the importance of research in Mass Media? Explain it.

ଖ) ଗଣମାଧ୍ୟମରେ ଗବେଷଣାର ଗୁରୁତ୍ୱ କଣ? ବର୍ଣ୍ଣନା କର ।
