



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

ASSIGNMENTS

ASSIGNMENT CODE: 10, 11, 12

Course Code: JMC-10, JMC-11, JMC-12

(Theory)

SESSION: 2019-20

Master of Arts in Journalism and Mass Communication
(MJMC)

Third 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-10	Media Sociology	20th October 2019	Sunday
2	JMC-11	Development Communication	20th October 2019	Sunday
3	JMC-12	New Media and Computer Application	20th October 2019	Sunday

Media Sociology (JMC-10)

(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) Emergency was declared in the year_____.
କ) _____ ବର୍ଷ ଜରୁରୀକାଳୀନ ପରିସ୍ଥିତି ଘୋଷଣା ହୋଇଥିଲା ।
- b) AIWC stands for_____.
ଖ) AIWC ର ପୂରା ନାମ_____।
- c) WHO stands for_____.
ଗ) WHO ର ପୂରା ନାମ_____।
- d) Write the name of newspaper edited by Mahatma Gandhi.
ଘ) ମହାତ୍ମା ଗାନ୍ଧୀଙ୍କ ଦ୍ୱାରା ସମ୍ପାଦିତ ହୋଇଥିବା ଖବରକାଗଜର ନାମ ଲେଖ ।
- e) Write a name of education campaign sponsored by Govt. of India.
ଙ) ଭାରତ ସରକାର ଦ୍ୱାରା ହୋଇଥିବା ଶିକ୍ଷା ପ୍ରଚାର ଅଭିଯାନର ନାମ ଲେଖ ।
- f) Write a name of Govt. policy for women and girls in India.
ଚ) ଭାରତୀୟ ଝିଅ ଓ ମହିଳାଙ୍କ ପାଇଁ ଥିବା ସରକାରୀ ଯୋଜନାର ନାମ ଲେଖ ।
- g) First newspaper was started in India on _____century.
ଛ) ଭାରତର ପ୍ରଥମ ଖବରକାଗଜ _____ଶତାବ୍ଦୀରେ ଆରମ୍ଭ ହୋଇଥିଲା ।
- h) Media plays a vital role in democracy. True or false.
ଜ) ଗଣତନ୍ତ୍ରରେ ଗଣମାଧ୍ୟମ ମୁଖ୍ୟ ଭୂମିକା ଗ୍ରହଣ କରେ । ଠିକ ବା ଭୁଲ ।
- i) RNI stands for_____.
ଝ) RNI ର ପୂରା ନାମ_____।
- j) Name two TV channels for religious promotion.
ଞ) ଦୁଇଟି ଆଧ୍ୟାତ୍ମିକ ଚିତ୍ରି ଚାନ୍ଦେଲର ନାମ ଲେଖ ।

Group- 'B'

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

Marks: 5 X 4 =20

- a) Describe different of mass media and popularity from your point of view.
କ) ବିଭିନ୍ନ ପ୍ରକାର ଗଣମାଧ୍ୟମ ଓ ତାର ଜନପ୍ରିୟତାର ମତ ଦିଅ ।
- b) What are the function of Mass Media?
ଖ) ଗଣମାଧ୍ୟମର ଉଦ୍ଦେଶ୍ୟ ଗୁଡ଼ିକ ଉଲ୍ଲେଖ କର ।

c) What was the objectives of feminist movement in India?

ଗ) ଭାରତରେ ମହିଳା ଆନ୍ଦୋଳନର ଉଦ୍ଦେଶ୍ୟ କଣ ଥିଲା?

d) What is the importance of Counselling?

ଘ) ପରାମର୍ଶର ଗୁରୁତ୍ବ କଣ?

Group-‘C’

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

a) Explain the role of media in shaping public opinion.

କ) ଜନତାଙ୍କ ମତାମତକୁ ପ୍ରଭାବିତ କରିବାରେ ଗଣମାଧ୍ୟମର ଭୂମିକା କଣ. ବର୍ଣ୍ଣନା କର ।

b) How social media acts as a tool of communication for the people?

ଖ) ଲୋକମାନଙ୍କ ପାଇଁ ସାମାଜିକ ଗଣମାଧ୍ୟମ କିପରି ଯୋଗାଯୋଗର ମାଧ୍ୟମ ପାଲଟିଛି?

c) Explain the feminist movement in India.

ଗ) ଭାରତରେ ମହିଳାଆନ୍ଦୋଳନ ବିଷୟରେ ବର୍ଣ୍ଣନା କର ।

d) Differentiate misinformation and disinformation.

ଘ) ଭୁଲ ଖବର ଓ ଅପପ୍ରଚାର ମଧ୍ୟରେ ପ୍ରଭେଦ ଗୁଡ଼ିକ ଲେଖ ।

Group ‘D’

Q. No 4. Long answer-type Questions (Word Limit: 300 Words) Marks: 15 X 2 = 30

a) Is social movement is necessary in country like India. Give your views with examples.

କ) ଭାରତରେ ସାମାଜିକ ଆନ୍ଦୋଳନର ଆବଶ୍ୟକତା ଅଛି କି? ଉଦାହରଣ ସହ ନିଜର ମତାମତ ରଖନ୍ତୁ ।

b) Define different media campaign regulated by Govt. of India.

ଖ) ଭାରତ ସରକାର ଦ୍ବାରା ନିଅନ୍ତ୍ରିତ ବିଭିନ୍ନ ଗଣମାଧ୍ୟମ ପ୍ରଚାର ଅଭିଯାନ ଗୁଡ଼ିକ ଲେଖ ।

Development Communication (JMC-11)

(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) GDP stands for _____. କ) GDP ର ପୁରାଣାମ _____ ।
- b) Gandhi felt that industrialization will exploits the villages. True or False.
ଖ) ଗାନ୍ଧୀଙ୍କ ମତରେ ଶିଳ୍ପାଞ୍ଚଳ ଗ୍ରାମଞ୍ଚଳକୁ ଶୋଷଣ କରିବେ । ଠିକ ବା ଭୁଲ ।
- c) When planning commission was set up in India?
ଗ) ଭାରତରେ ଯୋଜନା କମିଶନ କେବେଠାରୁ ଆରମ୍ଭ ହୋଇଥିଲା?
- d) NITI stands for _____. ଘ) NITI ର ପୁରା ନାମ _____ ।
- e) When development communication started throughout world?
ଙ) ବିଶ୍ୱରେ ଉଚ୍ଚମନ୍ତ୍ରଣା ଯୋଗାଯୋଗ କେବେଠାରୁ ଆରମ୍ଭ ହୋଇଥିଲା?
- f) NGO started functioning after Independence in India. True or false.
ଚ) NGO ଗୁଡ଼ିକ ଭାରତର ସ୍ୱାଧୀନତା ପରଠାରୁ କାମ ଆରମ୍ଭ କରିଥିଲେ । ଠିକ ବା ଭୁଲ ।
- g) MNREGA ensures _____ days employment for unskilled worker.
ଛ) MNREGA ଦ୍ୱାରା ଅଣକୃଷିକ ଶ୍ରମିକପାଇଁ _____ ଦିନର କର୍ମନିଯୁକ୍ତି ସୁନିଶ୍ଚିତ କରାଯାଇଛି ।
- h) NABARD stands for _____. ଜ) NABARD ର ପୁରା ନାମ _____ ।
- i) National Rural livelihood Mission started in the year _____ in India.
ଝ) ରାଷ୍ଟ୍ରୀୟ ଗ୍ରାମୀଣ ଜୀବିକା ମିଶନ _____ ବର୍ଷ ଆରମ୍ଭ ହୋଇଥିଲା ।
- j) Who was the founder of Brhmo Samaj?
ଞ) ବ୍ରହ୍ମ ସମାଜର ପ୍ରତିଷ୍ଠାତା କିଏ?

Group- 'B'

Q. No 2. Short answer-type Questions (Word Limit:100 Words) Marks: 5 X 4 =20

- a) What is the concept of development communication?
କ) ଉଚ୍ଚମନ୍ତ୍ରଣା ଯୋଗାଯୋଗର ଧାରଣା କହିଲେ କଣ ବୁଝା?
- b) What are the key issues of rural development?
ଖ) ଗ୍ରାମାଂଚଳ ବିକାଶ ର ମୂଳ କାରଣ ଗୁଡ଼ିକ କଣ?
- c) What are the functions of NITI Ayaoga?
ଗ) NITI ଆୟୋଗର କାର୍ଯ୍ୟ ଗୁଡ଼ିକ କଣ?
- d) What are the objectives of NGO in India.
ଘ) ଭାରତରେ NGO ର ଉଦ୍ଦେଶ୍ୟ ଗୁଡ଼ିକ କଣ?

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

- a. How per capital income is calculated in the country?
କ) ଦେଶର ମୁଣ୍ଡପିଛା ଆୟ କିପରି ହିସାବ କରାଯାଏ?
- b. What is development support communication?
ଖ) ଉନ୍ନୟନ ସହାୟକ ଯୋଗାଯୋଗ କାହାକୁ କୁହାଯାଏ?
- c. Explain Rostow's five stage of modernization.
ଗ) Rostow 's ପଞ୍ଚସ୍ତରିୟ ଆଧୁନିକୀକରଣ କାହାକୁ କୁହାଯାଏ?
- d. What are the objectives of five year plans?
ଘ) ୫ବର୍ଷିଆ ଯୋଜନାର ଉଦ୍ଦେଶ୍ୟ ଗୁଡ଼ିକ କଣ?

Group ‘D’**Q. No 4. Long answer-type Questions (Word Limit: 300 Words) Marks: 15 X 2 = 30**

- a) Explain the need for improving national resources to improve development support communication?
କ) ଜାତୀୟ ସମ୍ପଦର ଉନ୍ନତିରେ ଉନ୍ନୟନ ସହାୟକ ଯୋଗାଯୋଗର ଭୂମିକା କଣ? ବର୍ଣ୍ଣନା କର?
- b) What is the role of media in development communication?
ଖ) ଉନ୍ନୟନ ଯୋଗାଯୋଗରେ ଗଣମାଧ୍ୟମର ଭୂମିକା କଣ?

New Media and Computer Application (JMC-12)

Full Mark – 100

(Answer all the questions, which is Compulsory)

GROUP- 'A'

Q. No. 1 Very Short answer-type Questions (Word Limit: 50 Words)

Marks: 1 × 10 = 10

- a. The term New media come up in the year?
କ. 'ନୂତନ ମାଧ୍ୟମ' ଶବ୍ଦଟି କେଉଁ ମସିହାରେ ଲୋକଲୋଚନକୁ ଆସିଛି ?
- b. DVB is.....
ଖ. ଡିଭିବି ହେଉଛି.....
- c. What kind of verb is used for SEO writing?
ଗ. ଏସଇଓ ଲିଖନରେ କେଉଁ ପ୍ରକାର କ୍ରିୟା ବ୍ୟବହାର କରାଯାଏ ?
- d. Flickr is awebsite for sharing photographs?
ଘ. ଫ୍ଲିକର ଫଟୋଗ୍ରାଫ୍ ବିନିମୟ ପାଇଁ ଫ୍ଲିକର ଗୋଟିଏ.....ସ୍ଥେସାଇଟ୍ ?
- e. 1 Peta byte is equal toTB.
ଡ. ୧ ପେଟାବାଇଟ୍ଟିବି ସାଇଟରେ ସମାନ ।
- f. Which is used to insert an artistic wordart in the document?
ଢ. ଗୋଟିଏ ତଥ୍ୟରେ କଳାତ୍ମକ ଶବ୍ଦକଳା ବ୍ୟବହାର ପାଇଁ କ'ଣ ବ୍ୟବହାର କରାଯାଏ ?
- g. A.....is an option by which the entire page design and layout can be changed?
ଛ.....ହେଉଛି ଗୋଟିଏ ଅସ୍ଥାନ ଯାହାଦ୍ୱାରା ସମଗ୍ର ପୃଷ୍ଠାର ଅଳଙ୍କାରଣ ଓ ସଜ୍ଜାକରଣରେ ପରିବର୍ତ୍ତନ କରାଯାଏ ?
- h. Write down some name of odia typing software.
ଜ. କେତୋଟି ଓଡ଼ିଆ ଲିଖନ ସଫ୍ଟୱେର୍ ର ନାମ ଲେଖ ।
- i. Krita is open source software which is used for.....?
ଝ. କ୍ରିଟା ଗୋଟିଏ ମୁକ୍ତ ଉତ୍ସ ସଫ୍ଟୱେର୍ ଯାହାପାଇଁ ବ୍ୟବହାର କରାଯାଏ ?
- j. .sla is the extension of?
ଞ. .ସ୍ଲା ହେଉଛି.....ର ଏକ୍ସଟେନ୍ସନ୍ ନାମ ?

Group 'B'

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

Marks: 5 X 4 = 20

- a. File & Folder
କ. ଫାଇଲ୍ ଏବଂ ଫୋଲ୍ଡର
- b. Clip art
ଖ. କ୍ଲିପ୍ ଆର୍ଟ
- c. vlog
ଗ. ଭ୍ଲଗ୍
- d. Text threading
ଘ. ଟେକ୍ସଟ୍ ଥ୍ରେଡିଙ୍ଗ୍

Group ‘C’

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

Marks: 10 X 4 = 40

- a. Write down the uses of new media in different fields.
କ. ବିଭିନ୍ନ କ୍ଷେତ୍ରରେ ନୂତନ ମାଧ୍ୟମର ବ୍ୟବହାର ବିଷୟରେ ଲେଖ।
- b. How to work with picture, clipart, shapes, smart art, charts etc in MS Word?
ଖ. ମାଇକ୍ରୋସଫ୍ଟ ୱାର୍ଡରେ ଛବି, କ୍ଲିପ୍ ଆର୍ଟ, ସେପ, ସ୍ମାର୍ଟ ଆର୍ଟ, ଚାର୍ଟ ଇତ୍ୟାଦିକୁ ନେଇ କିପରି କାର୍ଯ୍ୟ କରିବ ?
- c. Describe the evolution of Internet.
ଙ. ଇଣ୍ଟରନେଟ୍ ର ବିକାଶ ସମ୍ପର୍କରେ ଆଲୋଚନା କର।
- d. Write a note on Inkscape.
ଚ. ଇଙ୍କସ୍କେପ୍ ବିଷୟରେ ଏକ ଛୋଟ ରଚନା ଲେଖ।

Group ‘D’

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

Marks: 15 X 2 = 30

- a. Analyse how citizen journalists are shaping the future of news.
କ. ନାଗରିକ ସାମ୍ବାଦିକ ମାନେ ଖବରର ଭବିଷ୍ୟତକୁ କିପରି ଆକାର ଦେଉଛନ୍ତି, ବିଶ୍ଳେଷଣ କର।
- b. What are the image editing options available in Krita?
ଖ. କ୍ରିଟାରେ ଚିତ୍ର ସମ୍ପାଦନା ପାଇଁ କ’ଣ ସୁବିଧା ରହିଛି ?
