



**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 – 2012-2013)**

**Guidelines for Submission:**

1. Write subject as MCJ Module-I, Session, Name & Number of the Paper, your name, Roll number etc. at the cover page for each paper.
  2. Write the topic selected for answer clearly on the top of the answer sheet.
  3. For essay type answers, word limit is upto 350 words. There will be negative marking for excess of word limit.
  4. Each answer carries a weightage of 10 marks. (10 marks x 2 answers = 20 marks for each paper)
  5. Use A-4 size paper for assignments and keep a margin of about 1 inch on each side of the page.
  6. You can submit in type written answers or hand written if your handwriting is clean and legible.
  7. Do not submit commercially purchased answers, it will carry zero marks.
  8. Do not make copy of answer with other learners, if any two copy of assignment found same, it will carry zero marks.
  9. Submit your assignment's for all papers together to the IDOL office on or **before 31<sup>st</sup> March, 2013.**
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**Paper I : Introduction to Mass Communication**

1. What are the different modes of communication being used by the people in a society? Observe the society around you and prepare a note on which is more effective than the other and why?
2. Visit and observe any NGO/SHG and describe various types of communication policies they use for popularizing, networking and implementing their plans and programmes among the masses

**Paper II : Journalism (Reporting / Editing)**

1. Write a news report in inverted pyramid structure on 1PL 5.
2. Compare the news published in the first page of any two newspapers in terms of editing styles, editorial policy, language, photographs etc.

**Paper III : Advertising**

1. Prepare a list of five advertisements which you like most and five others which you don't like at all. Give reasons for your liking and disliking. The advertisements can be either from print media or electronic media.
2. Prepare a display advertisement for print media or prepare a script for an advertisement of TV or Radio to promote IDOL among the people of Assam

## **Paper IV : Public Relations**

1. Assess the public relation activities of 'Janasanjog' (DIPR) of Assam.
2. Prepare a public relation plan for Assam State Disaster Management Authority (ASDMA) during crisis situation.

## **Paper V : New Media Technologies**

1. Visit any media house and see how various communication technologies are being used for carrying out different jobs. Make a report on it.
2. Prepare a report on various aspects of one Internet edition of newspaper, one e-newspaper and one any website.

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### **A Model Assignment:**

#### **Prepare a Public Relations plan for Gauhati University. (350 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 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 interaction 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 (2012-2013)

#### 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 **31<sup>st</sup> May, 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 :*