

# MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR MAY 2024 EXAMINATIONS

**M.A. Journalism and Mass Communication – First Semester**

**Understanding Human Communication**

**Subject Code: SJMM11**

- 1.) (A) Critically analyze the seven traditions of communication theories, highlighting their key assumptions, strengths and limitations. Discuss how these theories have shaped our understanding of human communication and their relevance in contemporary contexts?

**(OR)**

- (B) Examine the basic models of communication, such as the linear model, interactive model and transactional model. Evaluate their applicability in explaining various communication scenarios and their ability to capture the complexities of human interaction.

- 2.) (A) Explore the socio-psychological approach to communication, focusing on the trait-factor model, communication competence, argumentativeness, and communication anxiety. Discuss how these concepts influence interpersonal and group communication dynamics, and provide strategies for enhancing effective communication.

**(OR)**

- (B) Analyze the key concepts in message processing, including attribution and judgment, information integration, and consistency theories. Discuss their implications for understanding how individuals process and make sense of communicated messages, and their applications in various contexts, such as persuasion, conflict resolution, and decision-making.

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**M.A. Journalism and Mass Communication – First Semester**

**Introduction to Journalism**

**Subject Code: SJMM12**

- 1.) (A) Critically examine the evolution of journalism as a profession, tracing its historical roots and the changing dynamics in the digital age. Discuss the challenges and opportunities presented by digital media platforms and the emergence of new genres such as citizen journalism, blogging, and social media.

**(OR)**

- (B) Analyze the contemporary status of journalism, including the “new rules of engagement” and the changing media ecology. Explore the impact of technological advancements, such as the rise of multimedia, mobile, and collaborative journalism, on traditional journalistic practices and the dissemination of news.

- 2.) (A) Investigate the field of journalism studies and its academic dimensions. Discuss the debates surrounding the legal definition of journalists in the digital age and the implications for professional identity and regulation within the journalism profession.

**(OR)**

- (B) Explore the various genres of journalism that have emerged in recent years, such as data journalism, solution journalism, and computational journalism. Critically evaluate their potential to address complex societal issues, enhance public understanding, and reshape the journalistic landscape.

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**M.A. Journalism and Mass Communication – First Semester**

**Communication Design**

**Subject Code: SJME11**

- 1.) (A) Explore the various techniques and tools used in content creation, such as mind mapping and brainstorming. Discuss their effectiveness in generating ideas, organizing thoughts, and developing compelling communication messages and products. Provide practical examples and case studies to illustrate their application.

**(OR)**

- (B) Critically analyze the role of word processing software in creating and editing communication messages. Evaluate the features and functionalities of popular word processing applications, such as Microsoft Word or Google Docs, and their impact on enhancing the writing process, formatting, and overall message presentation.

- 2.) (A) Examine the importance of layout and framing in shaping the visual appeal and readability of communication messages. Explore the capabilities of page layout and desktop publishing software, such as Adobe In design or Scribe, in creating well-designed and visually appealing documents, brochures, or publications. Discuss the role of typography, white space, and image placements in enhancing the overall message impact.

**(OR)**

- (B) Explore the significance of visual content creation in modern communication strategies. Analyze the features and functionalities of image processing and manipulation software, such as Adobe Photoshop or GIMP. Discuss their applications in enhancing visual communication, creating compelling graphics, and ensuring brand consistency across various communication channels.

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**M.A. Journalism and Mass Communication – First Semester**

**Communication Laws**

**Subject Code: SJME12**

- 1.) (A) Critically examine the foundations of the Indian Constitution and its salient features, with a particular focus on Articles 21 and 32. Discuss the importance of these articles in upholding the fundamental rights of citizens and ensuring constitutional remedies.

**(OR)**

- (B) Analyze the concepts of freedom of speech and expression as enshrined in the Indian Constitution (Article 19 1(A)). Explore the various dimensions of this freedom, including its limitations and reasonable restrictions. Discuss the role of the judiciary in interpreting and upholding this fundamental right.

- 2.) (A) Investigate the various media-related acts and regulations in India, such as the Press Council of India, Cinematograph Act, and Official Secrets Act. Evaluate their effectiveness in regulating the media landscape and striking a balance between press freedom and responsible journalism. Discuss the landmark cases and implications for media freedom and expression.

**(OR)**

- (B) Examine the concept of intellectual property rights (IPR) and its relevance in the digital age. Analyze the challenges posed by the internet and digital platforms in protecting IPR, and discuss the role of international conventions and institutions like WIPO in addressing these issues. Explore the debates surrounding net neutrality, copyright, and fair use in the context of digital media.