

# **MANONMANIAM SUNDARANAR UNIVERSITY**

**DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION**

**INTERNAL ASSIGNMENT FOR MAY 2024 EXAMINATIONS**

**M.A. Journalism and Mass Communication - Fourth Semester**

**Development Communication (Based on E-Learning)**

**Subject Code: DJMM41**

- 1.) (A) Critically analyze the role of the United Nations and its agencies in shaping the discourse and practice of development communication. Highlight the key milestones and initiatives that have contributed to the evolution of development communication strategies globally.

**(OR)**

- (B) Examine the various paradigms that have influenced the field of development communication over time. Discuss how these paradigm shifts have impacted the policy and programmatic approaches adopted by national governments particularly in the context of India's development trajectory.

- 2.) (A) Evaluate the significance of alternative development approaches and their emphasis on community participation, cultural sensitivity, and sustainability. Analyze the role of communication planning and strategies in promoting rural development initiatives in India. Citing relevant case studies or examples.

**(OR)**

- (B) Explore the historical trajectory of diffusion research and its implications for development communication practice. Critically examine the role of normative research in shaping development communication strategies and interventions.

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**M.A. Journalism and Mass Communication - Fourth Semester**

## **International Communication**

**Subject Code: DJMM42**

- 1.) (A) Discuss the concept of international communication. Its need, nature, scope, and key functions in the global context. Analyze how international communication facilitates cross-cultural exchanges, diplomacy, and the flow of information and ideas across borders.

**(OR)**

- (B) Critically examine the role of influential international communication, such as the British Royal Commission, the Hutchins commission, and the Macbride Commission, in shaping the discourse and policies related to the international communication, Evaluate the impact of the First Amendment to the American Constitution on the free flow of information and recommendations made by these commissions.

- 2.) (A) Analyze the impact of Globalization and the rise of new information and communication technologies (ICTs) on international communication. Discuss the emergence of new world information and communication order (NWICO) and its implications for international news and information networks, international trade in broadcasting programs, and the growth of international media networks.

**(OR)**

- (B) Explore the role of international associations, norms, and declarations in governing and regulating international communication practices. Discuss issues such as International communication powers, foreign direct investment, acquisitions and merger of media houses, private monopolies of media, and the impact of international new media networks.

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**M.A. Journalism and Mass Communication - Fourth Semester**

**New Media application and Management**

**Subject Code: DJMM43**

- 1.) (A) Critically examine the concept of new media and its emergence in the postmodern, networked society, Trace the evolution of the early internet and web 1.0. and analyze their impact on shaping the new media landscape.

**(OR)**

- (B) Explore the historical context, current trends. And future projections of various digital communication methods and new media applications. Discuss the strategies and techniques for effectively finding and evaluating online information in the digital age.

- 2.) (A) Analyze the role of digital media technologies, both current and emerging, in content creation and Dissemination through the media platforms, Examine the socio-political, cultural, and economic consequence of these technologies, and discuss the concept of personal learning networks in the context of new media.

**(OR)**

- (B) Discuss the concept of the new media content management services (CMS) and their impact on digital industries and the life cycle of digital media. Evaluate the implications of the digital economics on online news, online politics, and the transformation of time and space in the media environment.

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**M.A. Journalism and Mass Communication - Fourth Semester**

## **Media Management**

**Subject Code: DJMM44**

- 1.) (A) critically analyze the principles of management and their application in the context of media management and economics. Discuss the Strategies employed by media organizations to navigate the competitive landscape and the impact of foreign direct investment (FDI) on the industry.

**(OR)**

- (B) Examine the various methods and techniques used to analyze the reach of media and its messages across different platforms. Discuss the importance of cost – benefit ratio analysis, brand value determination. and audience measurements systems in media management.

- 2.) (A) Explore the dynamics of media management, including the organizational structures prevalent in the Indian media industry. Analyze the various ownership patterns, revenue-sharing models, and the factors influencing investment and returns in the media sector.

**(OR)**

- (B) Discuss the economic contributions involved in radio and television production, and the market dynamics for Indian television programs. Analyze the strategies for selling time and marketing media products and the role of the marketing mix in effective media management.

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**M.A. Journalism and Mass Communication - Fourth Semester**

**Science Communication**

**Subject Code: DJME45**

- 1.) (A) Define the concepts of science communication and discuss its nature, scope, importance, and key functions in disseminating scientific knowledge and promoting scientific literacy. Highlight the major scientific activities, significant institutions, organizations, and personalities that have contributed to the advancement of science in India.

**(OR)**

- (B) Examine the aims and objectives of science coverage in the mass media, including the various types of news stories, sources of science news, and the impact of effective science communication on society. Analyze the role of the media in shaping public perceptions and understanding of scientific development

- 2.) (A) Analyze the role of government, non-government organizations, and institutional bodies in promoting science communication in India. Discuss the functions of mass media in public education and the dissemination of scientific knowledge, with a focus on the Indian context.

**(OR)**

- (B) Explore the scope and opportunities in the field of science communication, including science writing and reporting, developing skill and talents, available resources for professional development, and the potential for careers in science communication within the media industry

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**M.A. Journalism and Mass Communication - Fourth Semester**

## **Creative and Technical Writing**

**Subject Code: DJME46**

- 1.) (A) Explore the fundamentals of creative and technical writing, including their nature and scope. Discuss the essential skills requires for effective creative and technical writers and editors, and introduce the glossary of terms and concepts relevant to technical writing and its applications.

**(OR)**

- (B) Examine the dynamics of creative and technical writing teams, including their roles, responsibilities, and collaborative processes. Discuss the various stages involved in the writing process, such as drafting, testing, revision, and finalization of documents, as well a the different document formats commonly used

- 2.) (A) Analyze the various products of creative and technical writing, such as stories, scripts, manuals, and reports. Discuss the logistics and considerations involved in creating effective and technical documents, including planning, research, and validation of the end product.

**(OR)**

- (B) Discuss the Principles and styles of creative and technical writing that enable writer to effectively engage and interact with their target audiences. Examine the importance of documents design, the use of graphics and illustration, and strategies for enhancing clarity and readability

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**Sub code: DJMP47**

## **PROJECT**