

# **MANONMANIAM SUNDARANAR UNIVERSITY**

**DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION**

**INTERNAL ASSIGNMENT FOR MAY 2025 EXAMINATIONS**

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

**Understanding Human Communication**

**Sub-Code: SJMM11**

- 1.) (A) Explore how foundational communication theories, such as the Seven Traditions, socio-psychological approaches, and expectancy violation theory, can be applied to the evolving landscape of media and Journalism.

**(OR)**

- (B) Investigate the impact of communication theories on message processing, cognitive processing, and information integration in the fast-paced world of media.

- 2.) (A) Examine the role of evolutionary communication in the development of cognitive gadgets, information seeking behavior, and cultural evolution in the digital era.

**(OR)**

- (B) Examine advanced interpersonal communication theories and their application in Journalism, including Accommodation Theory, Interaction Adaptation Theory, and Burgoon's Expectancy Violation Theory.

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

**Introduction to Journalism**

**Sub-Code: SJMM12**

- 1.) (A) Investigate the transformation of Journalism in the digital era, exploring the contemporary status of Journalism and the new rules of engagement.

**(OR)**

- (B) Explore the ethical dimensions of journalism, examining the codes of conduct for professional Journalism and institutional self-regulation.

- 2.) (A) Analyze the rise of citizen Journalists, bloggers, and alternative Journalism, discussing the claims and challenges associated with news media activism.

**(OR)**

- (B) Examine the impact of social media on public opinion and the theories of gatekeeping, agenda, media framing, and the spiral of silence.

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

**Communication Design**

**Sub-Code: SJME11**

- 1.) (A) Explore the principles of content creation, emphasizing writing skills, mind maps, and brainstorming tools for generating innovative and engaging communication messages and analyze the role of creativity and strategic thinking in developing compelling content for various communication purposes.

**(OR)**

- (B) Explore the art of infographic presentation, emphasizing the importance of visual communication in conveying complex information and discuss the presentation skills and their role in effectively delivering messages to specific contexts.

- 2.) (A) Discuss the integration of computer tools in the communication process, highlighting their role in enhancing productivity and creativity and also explore the word processing software, focusing on its features for efficient content creation, editing, and formatting applications.

**(OR)**

- (B) Discuss the role of graphics and images in enhancing the visual appeal and communicative power of messages and examine the practical applications of various image editing software in creating impactful visual content for communication messages and products.

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**INTERNAL ASSIGNMENT FOR MAY 2025 EXAMINATIONS**

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

**Communication Laws**

**Sub-Code: SJME12**

- 1.) (A) Analyze the foundational principles of the Indian constitution with a focus on how communication plays a vital role in its interpretation and application and explore the salient features of the Indian Constitution and their significance in the context of effective communication within a diverse society.

**(OR)**

- (B) Explore the philosophy of free speech, press freedom, and the limits imposed on these freedoms and analyze the challenges posed by hate speech, censorship, and the evolving role of social media in shaping the landscape of free expression.

- 2.) (A) Explore key media-related acts and regulation, including the books and Registration Act, Working Journalist Act, and Press Council of India regulations. Also examine landmark cases related to media, defamation, libel, slander, and contempt of court.

**(OR)**

- (B) Examine cyber laws and legal aspects related to new technologies, including AI/ML, IoT, blockchain, and social media.. Also discuss media and privacy laws, including the Privacy Bill in India, relevant sections of the IT Act, and emerging concepts such as the right to be forgotten.