



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 – 2010-2011)

Guidelines for Submission:

1. Write your name, session, roll number, the topic selected and the title of the answer *clearly on the top*.
 2. Each of the two topics given in each paper will be answered as **two essays** of *not more than 300 words each*. There will be negative marking for writing in excess of the word-limit.
 3. Each answer carries a weightage of **10 marks**. (10 marks x 2 essays = 20 marks).
 4. Keep a margin of about 1 inch on each side of the page.
 5. You can submit the answer written in your own hand-writing on clean, foolscap sheets, or A-4 sized paper.
 6. In case you prefer to submit type-written answers, make sure that there are no typing errors which will deduct from the overall impression.
 7. Do not submit commercially purchased answers as such a practice is deemed to be unfair.
 8. You are permitted to submit your assignment by 31st March, 2010. Please note that if you submit beyond the last date of submission, as mentioned in the IDOL prospectus i.e., after 31st March, 2010, it may not be considered.
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Paper I : Introduction to Mass Communication

1. Observe the society around you and take a note of all modes of communication being used by the people. Which one do you think is more effective than the others? Why ?
2. Visit any NGO or organization and observe their communication policy. Briefly describe various types of communication they use for popularizing, networking and implementing their programmes among mass people.

Paper II : Journalism (Reporting / Editing)

1. Write a brief news report about the Common Wealth Games, 2010, New Delhi.
2. Compare the news published in 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 did not 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 for TV or Radio to promote Gauhati University among the people of Assam.

Paper IV : Public Relations

1. Assess the public relation plan of NRHM, Assam.
2. Prepare a Public Relation Plan for Government during crisis situation. Take a recent incident from your state for example.

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. (300 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