

BJ(MC): 1st SEMESTER

Writing for Media

Exam code: 101

OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of writing for media. Develop both linguistics and communication abilities. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.

QUESTIONS

- Q1. Describe Writing as an Art and Craft.
- Q2. What is the importance of Rhythm in writing?
- Q3. What is ABCD of good writing for media?
- Q4. Describe rules of translation.
- Q5. Write a piece on "Promote your Institute".

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students will be sensitized to equip themselves with the nuances of writing.

REFERENCE BOOKS:

1. Prof. V.S.Sreedharan: How to write correct English, Goodwill Publications, New Delhi
2. Neira Anjana Dev, Anuradha Marwah and Swati Pal: Creative Writing A Beginner's Manual, Dorling Kindersely(India) Pvt.Ltd.,NewDelhi 200
3. George.A.Hough: News Writing, Kanishka

BJ(MC):1st SEMESTER Socio Economic and Political Scenario Exam
code:103

OBJECTIVE

1. Define and explain Indian Economy
2. Identify the Indian Economy.
3. Define Mixed Economy.
4. Nature of Mixed Economy
5. Globalization

QUESTIONS

1. Nature of Indian Economy
2. India's planning for development (5-year plans)
3. Explanation of economic concepts
4. Mixed Economy
5. Nature of Mixed Economy
6. Globalization and opening up of Indian Economy

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from library. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students understand the Indian Economy.

REFERENCE BOOKS:

1. Indian Economy, NCERT
2. Pratiyogita Darpan

BJ(MC): 1ST SEMESTER INTRODUCTION TO COMMUNICATION Exam code: 105

OBJECTIVE

On completion of the assignment students should be able to describe On completion of the course students should be able to Explain the meaning of communication and why human beings communication, different types of communicate and various media of Mass Communication.

QUESTIONS

- Q1. Explain the meaning of communication and why human beings communicate.
- Q2. Explain different types of communication.
- Q3. Differentiate between Mass Communication and Mass Media.
- Q4. Give brief introduction of SMCR Model.
- Q5. Describe Communication theory "Cultivation Theory".

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students will be able to various aspects of communication and its importance.

REFERENCE BOOKS:

1. Siebert, Fred S., Peterson : Four Theories of Press, Sehramm W. Press, 1856
2. Allan and Barbara Pease : The Definitive Book of Body Language, Munjal Publishing House

OBJECTIVE

1. Basics of Design and Graphics
2. Elements and principles of design
3. Typography: Physical form, aesthetics and classifications
4. Colour: Physical forms, psychology, colour scheme and production
5. Components of layout and layout planning

QUESTIONS

1. What are basics of Design and Graphics?
2. What are elements and principles of design?
3. What is typography?
4. What are colour's physical forms, psychology, colour scheme and production?
5. What are components of layout and layout planning?

PROCEDURE

For completing the assignment, students should refer to the books mentioned in syllabus and they can take help from library. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students understand the basics of Design and Graphics.

REFERENCE BOOKS:

1. Book Publishing: KS Duggal
2. Printing and Publishing: AK Dhar
3. Art and Production: NN Sarkar
4. Designing Print Communication: NN Sarkar