P.G. Diploma in Mass Communication and Journalism

2011–2012
ASSIGNMENTS

Chairperson
Department of Studies and Research in Mass Communication and Journalism

Karnataka State Open University
Mansagangotri, Mysore - 570006
KSOU Objectives

To provide access and equity through open – flexible learning, which is relevant to the learners, at their doorsteps.
To create individualized virtual learning spaces to the needs of the new age learners.
To enable universal knowledge resources sharing through innovative pedagogy.
To assure better quality and excellence through institutional collaboration and accessibility.
To ensure institutional determination towards emancipatory learning.
To widen student access through innovative technology for life long learning.
To create learning environment and knowledge media of first choice for learners and professionals worldwide.
To keep pace with new age requirement and encourage proactive convergence of media and technology for teaching – learning.
To innovate, explore and practice new avenues in knowledge, management and sharing, for positive social intervention.
To ensure sustained efforts to interpret and operationalise learners needs to develop new skills through collaborative and interactive learning.

Guidelines for Submitting Assignments:

1. You are required to submit ONE Assignment per Course carrying 10 Marks each, and FIVE Assignments totally for the continuous assessment during the academic year 2011-12 (Write each assignment on separate sheets. Tag all of them together and put them in one cover.)
2. You should write the correct and complete enrolment number, name in full, address and the date of submission at the top of the first page of each answer sheet/assignment. You should also write course title and assignment number in block letters in the centre at the top of the first page of each answer sheets/assignments. The top of the first page of each assignment should indicate the following details.

**PROGRAMME:** - P.G. Diploma in Mass Communication and Journalism

**ENROLMENT NUMBER**………………………………………………..

**NAME**…………………………………………………..

**ADDRESS**………………………………………………..

**COURSE**……………………………………………….

**TITLE**……………………………………………….

**DATE**……………………………………………….

The assignment answer should be complete in all respects. The student should ensure that he/she has written all the five assignments before submitting to the Chairperson of the Department. Incomplete answer sheets results in poor grades. The student should use only full scape size paper for writing. The answer to question should be on the basis of the relevant units/blocks sent to you by the University. Assignments should be written in one’s own handwriting and should not be printed or typed. Always substantiate your answer with illustrations cases

1. The University has the right to entertain or reject the
assignment submitted after the due date. The student is, therefore, advised in his own interest to submit all the five assignments positively and properly tagged, and send them to the Chairperson of the Department on or before 31st April 2012.

2. The student should retain for his own record one copy (photo copies) of each of the assignments submitted.

3. He/She should keep the acknowledgement for having sent all the five assignments to the Chairperson, DOS&R in MASS COMMUNICATION AND JOURNALISM, Karnataka State Open University, Manasagangotri, Mysore-570 006.

4. Assignments once submitted cannot be re-submitted for improvement of marks and are not subject to re-evaluation.

5. In case answers to a particular assignment are found to be identical with the answers of some other students, then these answers will not be evaluated.

Chairperson,
DOS&R in Mass Communication and Journalism
Karnataka State Open University,
Manasagangotri, Mysore-570 006.
P.G. Diploma in Mass Communication and Journalism

Course-I- Print Media.

1. Critically evaluate the role of Indian press in safeguarding democracy.

2. Discuss the concept of news and news values.

Course-II- Media in India.

1. Write about the significance of radio complementing the integration of India.

2. What are the major trends in Bollywood and Sandalwood?
Course-III- Communication Theory and Research.

1. Trace the levels of communication.
2. What are the nature and development of a theory?

Course-IV Media Policy and Technology.

1. Identify the features of Indian constitution.
2. Write about the current technologies adopted by media.

Course-V- Applied Communication.

1. Discuss how media can bring social change.
2. Write about the use and abuse of P.R
KSOU Mission and Responsibilities

Affordable education to the masses without discrimination Initiatives to strengthen local, national and global co-operation Fill up the gaps in higher education and to bring in much needed correction and chances Generate quality Human resources with a sense of education Induct flexibility in Higher Education without sacrificing quality and variety Democratizing and de-elitizing higher education Elevating the teaching – learning experience under distance education to a new height. To provide an alternative non-formal, non-instructional and cost effective channel for tertiary education.
To help reduce cultural disparities and social imbalances with affordable higher education opportunities.
To promote time-honoured values and commitment to quality.