

Himachal Pradesh University, Shimla
(NAAC Accredited 'A' Grade University)
Centre for Distance & Online Education
Department of Journalism & Mass Communication

Dated: 30-03-2026

MAJMC Semester-I

Students are required to prepare neatly handwritten assignments for the listed courses and submit them to the address below, either in person or by post, on or before 15-04-2026

Address: *The Section Officer, MAJMC Branch, 3rd Floor, ICDEOL, H.P. University Shimla, 171005*

Remember, assignments are mandatory and are part of continuous comprehensive assessment (CCA).

Sr. No.	Course Code	Course Title	Marks
1.	MJMC101	Communication Theory	20
2.	MJMC102	Modern Journalism	20
3.	MJMC103	Film and Television Studies	20
4.	MJMC104	Convergence Media	20
5.	MJMC105	Value-added Communication Practice-1	100 (Assignments + Viva-Voce)

1. MJMC101 Communication Theory

Assignment 1 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Define communication and explain its key functions.
2. How different theoretical perspectives inform mass communication research. Discuss.
3. Explain the key concepts of the direct effects model, including the bullet theory and the S-R model.
4. Discuss the contributions of Lasswell, Berlo, Schramm, and Shannon and Weaver to the understanding of mass communication processes.

Assignment 2 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Explain Festinger's cognitive dissonance theory with appropriate example.
2. Discuss the role of selective exposure, selective attention, and selective perception in shaping media effects.
3. What is the contribution of Uses-and-Gratification approach to media effect research?
4. Discuss the key concepts of agenda-setting theory and the spiral of silence.

Assignment 3 = 06 Marks (Students must attempt 2 questions out of 4 questions) 2x3=06

1. Define the key concepts of semiotics, including signifier, signified, and signification.
 2. Explain the relationship between ideology, signs, and meaning-making.
 3. Discuss the concept of cultural hegemony and its role in shaping media content and audience interpretation.
 4. Explain the concept of decoding and sense-making in audience interpretation of media messages.
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2. MJMC102 Modern Journalism

Assignment 1 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Discuss the framework to understand freedom of speech and expression in India.
2. What is news? What are the criteria to select a news item.
3. Discuss the evolution of journalism, from traditional print to digital and online formats.
4. Explain the news process, from event to reader, with a focus on the role of ICTs.

Assignment 2 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Discuss the impact of digital technologies on news gathering, selection, and construction.
2. Analyze the ethical challenges faced by journalists in the digital age, such as fake news, clickbait, and the pressure to produce content quickly.
3. Describe the organizational structure of a typical newsroom and the roles of key personnel.
4. Explain the principles of editing and the importance of style guides in maintaining journalistic standards.

Assignment 3 = 06 Marks (Students must attempt 2 questions out of 4 questions) 2x3=06

1. Define journalism and discuss its role and responsibilities in a democratic society
 2. Explain the concept of the public sphere and public interest in relation to journalism.
 3. Explain the principles of editing and the importance of style guides in maintaining journalistic standards.
 4. Discuss the role of visual elements, such as photographs and infographics, in enhancing news stories.
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3. MJMC103 Film and Television Studies

Assignment 1 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Explain the difference between realism (André Bazin) and formalism (Sergei Eisenstein) in film theory..
2. What is Auteur Theory? Briefly mention the contribution of François Truffaut or Andrew Sarris.
3. Describe Raymond Williams' idea of television as a cultural form and explain its importance in understanding television narratives.
4. Define semiotics. How do Ferdinand de Saussure and Roland Barthes contribute to its understanding?

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Assignment 2 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Examine how regional cinemas in India challenge the dominance of Hindi cinema. Illustrate your answer with one example.
2. Discuss the contribution of any one of the following directors to Indian cinema: Satyajit Ray, Ritwik Ghatak, Guru Dutt, Shyam Benegal, Adoor Gopalakrishnan, Anurag Kashyap, or Imtiaz Ali.
3. How has the representation of women in Indian cinema evolved over time? Briefly comment on changes in gender roles and narratives.
4. Trace the evolution of Indian cinema from pre-Independence (1930s–40s) to post-Independence parallel cinema. Highlight key thematic and stylistic changes.

Assignment 3 = 06 Marks (Students must attempt 2 questions out of 4 questions) 2x3=06

1. Describe the historical development of Indian television, from Doordarshan to digital streaming platforms.
2. Explain how visuals communicate meaning using theories of Barthes, Berger, or Kress & van Leeuwen.
3. Discuss the role of Rasa and Dhvani in shaping Indian cinematic aesthetics.
4. Compare and contrast any two global cinema movements—such as Italian Neo-Realism, French New Wave, or Soviet Montage—in terms of their style and influence on Indian cinema.

4. MJMC104 Convergence Media

Assignment 1 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Trace the evolution of communication from early forms such as cave paintings and fire signals to the invention of the telegraph. What were the key changes in communication during this phase?
2. Discuss the role of social media, mobile communication, and Artificial Intelligence in contemporary society
3. Discuss the concept of the digital divide and its implications for social equity.
4. Explain the concept of Web 2.0 and its impact on online communication and collaboration.

Assignment 2 = 07 Marks (Students must attempt 2 questions out of 4 questions) 2x3.5=07

1. Explain the concept of Web 2.0. How is it different from Web 3.0 (The Semantic Web)?
2. Analyze the impact of video games on individuals and society, considering theories of catharsis, reinforcement, and cultivation.
3. What is cyber security? Why is it important in the context of increasing digital communication?

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4. What is Technological Utopianism? Briefly explain any one related theoretical concept such as Transhumanism or Posthumanism.

Assignment 3 = 06 Marks (Students must attempt 2 questions out of 4 questions) 2x3=06

1. What is meant by breach of privacy in the digital age? Discuss how Big Data contributes to concerns of surveillance.
 2. Discuss the impact of social media on information consumption and the spread of misinformation.
 3. Examine the role of internet culture in shaping social and political movements.
 4. Discuss the potential negative consequences of excessive internet use, such as internet addiction and cyberbullying.
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5. MJMC105 Value-added Communication Practice-1

Assignments– 20 marks	<p>Assignment 1: <i>News Story (200 words) on a Special Event in Your Area</i></p> <p>Choose a local event, Research it thoroughly, write a 200-word news story, Include the event's date, location, and significance, use a catchy headline, ensure clarity, accuracy, and proper grammar, Cite your sources.</p> <p>Assignment 2: <i>News Article on a Current National Issue</i></p> <p>Select a national issue, Research it extensively, compose a 200-word article, Cover the issue's background, current status, and implications, utilize facts, statistics, and an engaging headline, maintain an objective and factual tone, properly cite your sources.</p>
Assignments– 30 marks	<p>Assignment 3: <i>Write a blog post on the growing menace of drug addiction in Himachal Pradesh.</i> Conduct in-depth research on the topic and present a well-informed analysis. Begin with an engaging, attention-grabbing title and introduction.</p> <p>Discuss the key challenges, underlying causes, and real-life implications of drug abuse, particularly its impact on youth and society. Propose practical and effective solutions to address the problem. Maintain a friendly yet informative tone throughout the blog.</p> <p>Include relevant visuals, examples, or illustrations wherever appropriate to enhance clarity and reader engagement</p> <p>Assignment 4: <i>Blog on Youth Employment in Himachal Pradesh</i></p> <p>Pick an aspect of youth employment, Research it thoroughly, write a blog, Craft an engaging title and introduction, discuss employment trends and potential solutions, be relatable and informative, Include visuals if possible.</p>

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Position Paper – 15 marks (600 words)	<p>Write a position paper on topic " The Role of Social Media in Shaping Political Discourse and Agenda-Setting"</p> <p>This topic could delve into the influence of social media platforms on shaping public opinion, disseminating information, and framing political discourse. It could explore the challenges and opportunities presented by social media in journalism, including issues of accuracy, credibility, and the spread of misinformation</p>
Current Affairs File – -10 marks	<p>Assignment: Current Affairs file - Last 3 Months</p> <p>Select an area of interest (e.g., politics, tech, health). Compile 10 news items, images, and brief analyses. Submit a structured document. Evaluation will be based on content and presentation.</p>
Resume writing – 15 marks	<p>Create a professional resume. Include contact details, summary, education, work experience, skills, and achievements. Emphasize clarity, relevance, and formatting.</p>
Personal Interview Skills – 10 marks	<p>There will be a viva voce related to the above components</p>



Mr. Sandeep Sharma
Coordinator MAJMC, CDOE
H.P. University Shimla-5