

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-II

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. | MJMC201 | Advertising and Online Promotion | 20 |
| 2. | MJMC202 | Broadcast and Social Media Journalism | 20 |
| 3. | MJMC203 | Value-added Communication Practice-2 | 100 |
| 4. | MJMC204 | Development Communication | 20 |

MJMC201 Advertising and Online Promotion

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

1. Define advertising and describe its objectives and classifications.
2. Discuss the concept of marketing. What role marketing mix play in promotional strategy?
3. Explain integrated marketing communication (IMC) and its connection with advertising.
4. Discuss the concept, structure, and elements of advertising copy.

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

1. Explain concept of and process of visualization in advertising.
2. Describe common creative execution styles in advertising and discuss key considerations in developing print, radio, and TV commercials.
3. Explain the characteristics of various advertising media and the importance of media planning in developing effective media strategies.
4. Discuss the types of advertising agencies. What role advertising agencies play in the field of advertising.

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

1. Define online advertising and discuss main types of online ad formats.
2. In advertising research Pre-testing testing (copy testing) and post-testing (tracking studies) plays important role. Justify.
3. Describe the advantages of mobile advertising and the major types of mobile ad formats.
4. Explain the role of ad networks and ad servers in mobile advertising and how self-serve platforms like Amazon, Facebook, Twitter, and LinkedIn operate.

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MJMC202 Broadcast and Social Media Journalism

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

1. Analyse how mobile and social media have transformed news consumption patterns among audiences. Discuss their impact on journalists, news gathering, distribution, and audience engagement.
2. Discuss the importance of social media strategies in journalism, including building a professional presence and using analytics.
3. Explain the different types of digital cameras (consumer, prosumer, DSLR, and mirrorless) and compare various sensor technologies such as CCD and CMOS
4. Discuss the role of mobile devices in content creation, including tools, live-casting, and methods of storage and sharing.

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

1. Explain basic camera shots, movements, and composition in video production. Also discuss different types of lighting and their role in visual storytelling.
2. Discuss the key elements of sound in multimedia, including types of sound and their characteristics. Also explain the importance of typefaces and fonts in visual communication.
3. Explain the concept of a digital-first mindset in mobile journalism. Discuss how story ideas are planned for mobile and social platforms, including different types of stories and approaches.
4. Discuss the mobile-first workflow in journalism, including live coverage and multitasking. Also explain how content is optimized and written for social media and mobile audiences.

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

1. Explain key online metrics like page views, unique visitors, SEO, and conversion rate in measuring audience engagement.
2. Discuss Sterne's social media measures such as buzz, virality, reach, and engagement indicators.
3. Examine tools like Google Analytics and social media insights, and their role in measuring and improving performance.?
4. Evaluate how journalists can use different social media platforms and analytics to engage audiences and build a news brand.

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MJMC203 Value-added Communication Practice-2

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| Assignments– 20 marks | <p>Assignment 1: News Story (300 words) on a Special Event in Your Area Choose a local event, Research it thoroughly, 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: News Article on a Current National Issue Select a national issue, Research it extensively, compose a 300-words 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: write an article on “The Evolution of Newsroom Technologies: Traditional and Digital Platforms” (500 words)</p> <p>Assignment 4: How effective are social media platforms in supporting development communication efforts? (500 words)</p> |
| Current Affairs File – 10 marks | <p>Assignment: Current Affairs file - Last 3 Months (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> |
| Minor Project- 20 Marks | <p>Minor Project has to be a unique individual creative endeavour focusing on single topic/theme in any the following fields: print journalism, broadcast journalism, online content, advertising, public relations, content writing/editing, photography, graphic designing, audio-video production, and development communication. A candidate shall submit and present the project report at the time of the viva voce conducted by the institute of studies. Topic and scope of the project shall be finalized in consultation with faculty advisor.</p> |
| Viva Voce -20 Marks | There will be a viva voce related to the above components |

MJMC204 Development Communication

Assignment 1 = 10 Marks (Students must attempt 2 questions out of 4 questions) 2x5=10

1. Define development. Discuss the Neo-Marxist and Socialist approaches to development.
2. Discuss the relationship between globalization and development, highlighting both the problems and potential solutions.
3. Explain the roles and functions of governmental and non-governmental organizations in the process of development.
4. Discuss the key development initiatives undertaken by the Himachal Pradesh government and the Indian government.

Assignment 2 = 10 Marks (Students must attempt 2 questions out of 4 questions) 2x5=10

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1. Define development communication? What role participatory development communication can play in the process of development.
2. Discuss the role of information and communication technologies (ICT4D) in development.
3. Media is a vital stakeholder in the process of development. Discuss.
4. Discuss the strategies and techniques involved in designing effective development messages for urban, semi-urban, and rural audiences.



Mr. Sandeep Sharma
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