

Dated: 30-03-2026

MAJMC Semester-III

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 **15-04-2025**

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.	MJMC22301	Communication Research	20
2.	MJMC22302	Public Relations and Public Opinion in Digital Age	20
3.	MJMC22303	Value-added Communication Practice-3	100
4.	MJMC22304	Industry Internship	20
5.	MJMC22305	Media and Cultural Studies	20

1. MJMC22301 Communication Research

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

1. What is research? Discuss the steps involved in the process of research.
2. Compare and contrast the different methods of knowing (tenacity, intuition, authority, and science).
3. Discuss the characteristics and importance of the scientific method in research.
4. Explain the difference between conceptual and empirical research.

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

1. Compare and contrast qualitative and quantitative research approaches.
2. Discuss the types of experimental designs (pre-test post-test classical experimental design, pre-experimental design, quasi experimental design)
3. Explain the sampling procedures used in research, and how sample size is determined.
4. Explain the difference between descriptive and inferential statistics, and provide examples of each.

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

1. Explain the meaning and purpose of hypothesis testing, and the difference between null and alternative hypotheses
2. Compare and contrast parametric and non-parametric tests, and provide examples of each.
3. Define meaning and purpose of interpretation. Discuss its techniques.
4. Explain the different steps involved in writing a research report, and the key components of a well-structured report.

2. MJMC22302 Public Relations and Public Opinion in Digital Age

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

1. What is public relations? How it functions as a management tool?
2. Discuss the concept of stakeholders in PR and the importance of managing relationships with different publics.
3. Explain the difference between internal and external publics in PR.
4. Critically examine the major theoretical approaches to PR.

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

1. Define the concept of public sphere and examine its role in a democratic society.
2. Explain the concept of public opinion and its components.
3. Discuss the online tools used in public relations.
4. Explain the role of influencers in online PR and the different types of influencers that organizations can engage with.

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

1. Compare and contrast Lippmann's propaganda theory, Lasswell's model, and Bernay's Public Opinion Crystallization.
2. Discuss the media effects theories of Lazarsfeld's Two-step flow theory, Agenda Setting, Framing and Priming, Knowledge-Gap Hypothesis, and Spiral of Silence.
3. Critically examine Bandura's social learning theory and Hovland's Yale model of persuasion.
4. Discuss the concept of cognitive dissonance theory and its implications for public relations.

3. MJMC22303 Value-added Communication Practice-3

Assignments– 20 marks	<p>Assignment 1: Write a 250-word essay on the significance of gender sensitization. Explain why it's crucial for individuals and society, provide examples of gender-based issues, and discuss ways to promote gender equality and inclusivity. Cite relevant sources to support your arguments.</p> <p>Assignment 2: In a 250-word essay, examine the role of human values and Indian ethos in shaping individual behaviour and societal norms. Discuss how these values contribute to ethical decision-making and social harmony. Provide examples and insights from Indian culture and philosophy.</p>
Assignments– 30 marks	<p>Assignment 3: Write a 250-word essay discussing the importance of intellectual property rights in protecting creativity and innovation. Explain different types of intellectual property and their relevance in a digital world. Use real-world examples to illustrate key concepts.</p> <p>Assignment 4: In 250 words, analyse the importance of disaster management and preparedness. Discuss the key elements of an effective disaster management plan and how communities can be</p>

	<p>better prepared for natural or man-made disasters. Provide case studies to support your analysis.</p> <p>Assignment 5: Write a 250-word essay on the impact of innovation, start-ups, and entrepreneurship on economic growth and job creation. Discuss the challenges and opportunities faced by start-ups and provide examples of successful innovations.</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.</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>
Viva-Voce – 20 marks	<p>There will be an viva voce related to the above components and Minor project</p>

4. MJMC22304 Industry Internship

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

1. Analyze the structure and operations of your internship organization. How does it function within the broader industry landscape?
2. Identify the key stakeholders within your organization and their roles. How do they interact and influence decision-making?
3. Describe the specific tasks and responsibilities assigned to you during your internship. How do these align with your career goals?
4. Evaluate the ethical considerations and professional standards that guide your work in the journalism and mass communication industry.

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

1. Reflect on the skills you have developed or improved during your internship. How do these skills contribute to your professional growth?
2. Discuss any challenges or obstacles you faced during your internship and how you overcame them.
3. Assess the overall value and impact of your internship experience. How has it shaped your understanding of the journalism and mass communication field?
4. Based on your internship experience, set specific goals for your future career. How will you continue to develop your skills and knowledge in the field?

5. MJMC22305 Media and Cultural Studies

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

1. Define culture and explain its key characteristics.
2. Critically examine Raymond Williams' idea of culture as 'a whole way of life.'
3. Explain the concept of identity and its relationship to self-concept.
4. Discuss the theories of symbolic interactionism and social constructionism.

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

1. Define globalization and explain its driving forces.
2. Discuss the concept of cultural hegemony and its relationship to cultural resistance and struggle.
3. Discuss the issue of imbalance in international news flow with reference to the MacBride Commission Report and the concept of New World Information and Communication Order (NWICO)
4. Discuss the concept of cultural convergence theory and its relationship to globalization.



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