

Programme: BAJMC  
Semester: 4th  
Assignment No: 2  
Due date of submission: 20.04.2018

### Instruction

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

**Course name- TELEVISION JOURNALISM AND PRODUCTION**

**Course Code-BAJMC-221**

Q.1 (a) You Study the TV Programme production try to explain the steps involved in production & utilization of TV programme.

(b) What do you understand by Stages of production?

Q.2 (a) What do you understand by single camera and multicamera production?

(b) You know very well graphics try to explain the use of graphics and special effects.

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**Course name- INTRODUCTION TO ADVERTISING**

**Course Code-BAJMC-222**

Q.1 (a): You Study the Advertising try to explain the classification of Advertising on the basis of Target Audience.

(b) What do you understand by Advertising creativity?

Q.2 (a) What do you understand by Elements of print advertising?

(b) You know very well characteristics of broadcast media try to explain the advantages and Disadvantages of broadcast media.

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**Course name- PUBLIC RELATONS**

**Course Code-BAJMC-223**

Q.1 (a): You Study the tools and techniques of PR try to explain the role of PR in developing countries.

(b) What do you understand by role of PR in rural sector?

Q.2 (a) What do you understand by media relations?

(b) You know very well PR campaign try to explain the research in PR.

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**Course name- NEW MEDIA**

**Course Code-BAJMC-224**

Q.1 (a): You Study the online journalism try to explain in what ways it is different from traditional media.

(b) What do you understand by do's and don'ts of online writing and editing?

Q.2 (a)What do you understand by cyber crime and security?

(b) You know very well cyber law try to explain the difficulties in enforcing them.

