

WRITING FOR MEDIA

COURSE CODE - BAJMC 111

Assignment-1

Due date of submission- 11-9-2017

Instructions

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

Question: 01

(a) You know very well essential of good writing try to explain that is writing an art or craft.

(b) Explain the ABCD of Media Writing.

Question: 02

a) What are Rhythm words and how they sound explain in detail?

(b) Write a short note on the following-

- (i) Changing Sentence Length & Pattern
- (ii) Emphasis

INTRODUCTION TO COMMUNICATION

COURSE CODE : BAJMC 112

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Question: 01

- (a) You Study the human communication process try to explain the five senses of communication.
- (b) Explain the Verbal & Non Verbal Communication?

Question: 02

- (a) You study the brief introduction of Mass Media try to explain the functions of mass communication.
- (b) You study the types of Media try to explain the visual communication media.

SOCIO-ECONOMIC AND POLITICAL SCENARIO

COURSE CODE : BAJMC 113

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Question: 01

(a) Describe the great Indian heritage in the context of art and culture.

(b) Write a short note on the following-

(i) Social reforms during freedom movement

(ii) Bharat Ek Khoj by Shyam Benegal.

Question: 02

(a) Write a short note on nature of Indian economy and reasons for developing country.

(b) Write short note on the following-

(i) Foreign trade and balance of payment

(ii) Globalization.

BASICS OF DESIGN & GRAPHICS

COURSE CODE : BAJMC 114

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Question: 01

- (a) Explain the basics of Desktop Publishing?
- (b) What do you understand by Graphics?

Question: 02

- (a) Define the Components of Layout?
- (b) Explain the Methods of Printings?