



INSTITUTE OF DISTANCE AND OPEN LEARNING
Gauhati University

H O M E A S S I G N M E N T

Master of Communication & Journalism (MCJ) Module-I
(PREVIOUS – 2009-2010)

Guidelines for Submission:

1. Write your name, session, roll number, the topic selected and the title of the answer *clearly on the top*.
 2. Each of the two topics given in each paper will be answered as **two essays** of *not more than 300 words each*. There will be negative marking for writing in excess of the word-limit.
 3. Each answer (essay) carries a weightage of **10 marks**. (10 marks x 2 essays = 20 marks).
 4. Keep a margin of about 1 inch on each side of the page.
 5. You can submit the essay written in your own hand-writing on clean, foolscap sheets, or A-4 sized paper.
 6. In case you prefer to submit type-written answers, make sure that there are no typing errors which will deduct from the overall impression.
 7. Do not submit commercially purchased answers as such a practice is deemed to be unfair.
 8. You are permitted to submit your assignment by 31st January, 2010. Please note that if you submit beyond the last date of submission, as mentioned in the IDOL prospectus i.e., after 31st March, 2010, it may not be considered.
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Paper II : Journalism (Reporting / Editing)

1. Write a letter to the Editor of an English daily about the threats faced by the Assamese language today.
2. Write a brief news report about the problems of swine flu and bird flu which have caused lot of inconveniences to the people.

Paper III : Advertising

1. Prepare a list of five advertisements which you have liked the best and five others which you did not like at all. Also give reasons for your liking and disliking. The advertisements can be from either print media or television.
2. Draw up a detailed plan for giving adequate publicity to the products of bamboo and cane industry in the rural areas of Assam.

Paper IV : Public Relations

1. Prepare a detailed Public Relations plan for Assam State transport Corporation. Identify your target audiences and the various media you are going to employ and write why ?
2. Draw up a scheme for assessing the effectiveness of a Public Relations plan for an organization.

Paper V : Emerging Communication Technology

1. Visit a local Radio / TV centre or a newspaper / magazine office and see for yourself how various communication technologies are being utilized for carrying out different jobs. Make a report about it.
2. Make a list of the positive and negative aspects of modern day communication technology in the world.

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A Model Assignment :

Prepare a Public relations plan for Guahtai University. (300 words)

Ans. : Public Relations is becoming the 'in-thing' nowadays for any organization and also for individuals anywhere across the world. So it is high time we had a definite plan for boosting the PR aspect of this great alma mater.

First of all the publics or the target audiences of GU are (in order of preference) --

- A) Students in bachelor's degree followed by those in 10 + 2 level as several undergraduate degree courses are being introduced by the institute.
- B) Parents or guardians of these students,
- C) Good quality teachers, researchers, other administrative persons, Now, we have to decide about the messages / information to be sent out to the target audiences and also the media to be used for getting it right.

We will develop a comprehensive write up for the print media with good photographs, advertisements in TV and Radio and also in the internet, particularly in our website. This must contain all of our advantages, positive features, facilities, achievements etc.

Further, we will make it a point of participate in all the educational, academic fairs, exhibitions being held in different places at various points of time.

We must also organize exhibitions, awareness drives at different places of the state, the north-east region and also a few places outside the region to gain a better publicity about our courses, facilities, advantages, facilities which we do possess.

Besides, whenever we will be holding such programmes, during interaction sessions questions about our past negative publicity may arise. We must be prepared for tackling those questions also.

And finally, we must have a definite plan for assessing the responses / feedback of all our efforts for future usage.

To begin with, we should go ahead with this plan and once it is implemented we will come to know about the practical problems, lacunae etc. in this direction.