

Himachal Pradesh University, Shimla
(NAAC Accredited 'A' Grade University)
Department of Journalism & Mass Communication
(ICDEOL)

Dated:03-05-2024

MAJMC Semester-I 2024

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 13-05-2024

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.	MJMC22101	Communication Theory	20
2.	MJMC22102	Modern Journalism	20
3.	MJMC22103	Social Media and Mobile Journalism	20
4.	MJMC22104	Convergence Media	20
5.	MJMC22105	Value-added Communication Practice-1	75+25 Viva Voce

1. MJMC22101 Communication Theory (300 words each)

- Define communication theory and discuss its relevance in the field of journalism. Provide examples to illustrate your points.
- Choose a communication theory discussed in class and apply it to analyze a recent news event. How does the theory help in understanding the communication dynamics at play?

2. MJMC22102 Modern Journalism (300 words each)

- Trace the evolution of modern journalism, highlighting key technological advancements and their impact on journalistic practices.
- Discuss the ethical challenges faced by journalists in the digital age. How do these challenges differ from those faced by journalists in traditional media?

3. MJMC22103 Social Media and Mobile Journalism (300 words each)

- Explore the role of social media in contemporary journalism. How has social media changed the way news is gathered, reported, and consumed?
- Investigate the advantages and disadvantages of mobile journalism. How does mobile journalism contribute to the democratization of news production?

4. MJMC22104 Convergence Media (300 words each)

- Define convergence media and discuss its implications for journalism practice. How does convergence blur the boundaries between different media platforms?
- Explore the impact of convergence media on audience engagement. How do audiences interact with converged media content, and what strategies can journalists employ to enhance audience engagement in this context?

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5. MJMC22105 Value-added Communication Practice-1

Assignments– 20 marks	News Article on a Current National Issue Select a national issue, Research it extensively, compose a 300-word 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.
Assignments– 30 marks	Write a 500 words article on "Youth Engagement in Himachal Pradesh's Lok Sabha Elections" Examine the role of social media in shaping youth participation in Himachal Pradesh's Lok Sabha elections. Craft a concise blog post analyzing challenges and proposing strategies to leverage social media for increased youth engagement in the electoral process.
Current Affairs File – 25 marks	Assignment: Current Affairs file - Last 3 Months Select your area of interest (e.g., politics, tech, health). Compile 20 news items, images, and brief analyses. Submit a structured document. Evaluation will be based on content and presentation.
Viva Voce - 25 marks	

Dr. Ajay Kumar
Coordinator
MAJMC, ICDEOL