

**MASS COMMUNICATION(335)**  
**TUTOR MARKED ASSIGNMENT**

1. Answer any one of the following questions in about 40-60 words.

A) What do you understand by intrapersonal communication and Interpersonal communication? Write two differences between the two.

**Answer:-**

**Intrapersonal communication:**

This is no communication at all as no one except the person himself is involved. This type of communication is called intrapersonal communication or communication with oneself. Intrapersonal communication is communicating with oneself. We all do it. Think of a situation when you spoke to yourself. You went and met somebody and said something silly. Don't you tell yourself "I should not have said that..." or "I shouldn't have behaved that way..." or "I made such a fool of myself...". All these are very common

**Interpersonal communication:**

Interpersonal communication is communication between persons or one to one communication. Most of us indulge in interpersonal communication every day. Interpersonal communication being face to face generally takes place in an informal, friendly atmosphere. However, there are occasions when it is formal. For example, a police officer questioning a suspect or a lawyer examining a witness in a court.

**Two differences between intrapersonal communication and Interpersonal communication:**

1. While intrapersonal communication focuses on personal insight and internal processes, interpersonal communication is about engaging with others, fostering relationships, and collaborating effectively.
2. Intrapersonal communication occurs within an individual's mind and involves internal dialogues or self-talk. In contrast, interpersonal communication involves direct interaction between two or more people and encompasses both verbal and non-verbal exchanges.

**B) Write Short note on the present Scenario of Advertising in India.**

**Answer:-** The advertising landscape in India is rapidly evolving, with a significant shift towards digital platforms like social media and mobile apps. Traditional media still plays a role, but digital advertising's growth is driven by sophisticated targeting and influencer marketing. Brands are also focusing on regional content to connect with India's diverse audiences.

**2. Answer any one of the following questions in about 40-60 words.**

**A) What are the two major differences between the Print Media and the electronic media? Explain**

**Answer:-**

S NO.	PRINT MEDIA	ELECTRONIC MEDIA
1	Literacy is a basic requirement for the print media. Only a literate person can read it.	Even an illiterate person can watch a news bulletin and grasp its contents though the written matter on the screen cannot be read.
2	Print media works according to a deadline. Usually a morning paper carries news received upto the midnight of the previous day.	There is no deadline for the electronic media. News can be updated anytime.

**B) Describe the two qualities required to be a radio producer with example.**

**Answer:-** Two qualities required to be a radio producer:

1. Creativity : What is creativity ? Are you creative? This is a quality which is found in almost everyone. But you need to be creative in putting together an idea in a manner which can attract people .Creativity would mean, doing something new or different. The same idea can be made into a radio programme differently by different people. If everyone does it in the same way, they will all be the same and not interesting.
2. A good user of words: You need the ability to use the right word at the right time in the right manner. Radio programmes depend on a good script and that depends on your ability to write well. For this you need a very good knowledge or stock of words or a good vocabulary. You have to be using words in the appropriate manner. We shall deal with this aspect later.

3. Answer any one of the following questions in about 40-60 words.

A) What do you understand by 'Public Relation tools'? Prepare an attractive report of an exhibition being organized in your locality.

**Answer:-** "Public Relation tools" refer to various strategies and techniques used to manage and maintain a positive image and communication with the public.

### Report on an Exhibition in Your Locality

**Title:** The Grand Art and Culture Exhibition 2024

**Date:** August 15-20, 2024

**Venue:** Community Center, XYZ Locality

#### Introduction

The Grand Art and Culture Exhibition 2024 is set to take place from August 15 to August 20 at the Community Center in XYZ Locality. This vibrant event aims to celebrate and showcase the rich cultural heritage and artistic talents of our community. The exhibition will feature a diverse range of art forms, including paintings, sculptures, crafts, and live performances.

#### Objectives

- To promote local artists and craftsmen.
- To foster a sense of community and cultural appreciation.
- To provide a platform for artists to showcase their work.
- To engage the public in cultural and artistic activities

#### Highlights of the Exhibition

1. **Art Gallery:** A display of over 100 artworks from local artists, including paintings, sculptures, and digital art.
2. **Craft Bazaar:** A market area where local craftsmen will sell handmade goods, including pottery, textiles, and jewelry.
3. **Live Performances:** Daily cultural performances, including traditional music, dance, and theater.
4. **Workshops:** Interactive sessions where visitors can learn about various art forms and try their hand at creating their own pieces.
5. **Children's Corner:** A dedicated area with art activities and storytelling sessions for kids.
6. **Food Court:** A variety of food stalls offering local delicacies and refreshments.

### Promotion and Publicity

To ensure the success of the exhibition, a comprehensive public relations campaign has been implemented using the following tools:

1. **Press Releases:** Announcements have been sent to local newspapers, radio stations, and TV channels to generate media coverage.
2. **Social Media Campaign:** Regular updates, teasers, and artist spotlights are being shared on Facebook, Instagram, and Twitter to engage the online community.
3. **Posters and Flyers:** Printed materials have been distributed in key locations around the locality to attract visitors.
4. **Email Newsletters:** Informative emails are being sent to a curated list of subscribers, including art enthusiasts and local influencers.
5. **Partnerships:** Collaboration with local schools, art clubs, and cultural organizations to promote the event.
6. **Website:** A dedicated page on the community center's website provides detailed information about the event, including schedules, artist profiles, and visitor guidelines.
7. **Media Kits:** Prepared for journalists and bloggers, including press releases, high-resolution images, and background information on the exhibition.

### Expected Outcomes

- Increased visibility and recognition for local artists.
- Strengthened community bonds through cultural engagement.
- Enhanced appreciation for the arts among attendees.
- Successful sale of artworks and crafts, supporting local artisans.

### Conclusion

The Grand Art and Culture Exhibition 2024 promises to be a memorable event that celebrates the creativity and cultural richness of our locality. Through strategic use of public relation tools, we aim to attract a wide audience and ensure the success of this exhibition. We invite everyone to join us in this cultural celebration and support our local artists and craftsmen.

**B) Mention the characteristics of New Media and its limitations. On the issue of Pollution write a blog for a website.**

#### **Answer:-**

Characteristics of New Media:

1. **Digital Nature:** New media is primarily digital, leveraging the internet and electronic devices to create, distribute, and consume content. This includes platforms like social media, blogs, podcasts, and online videos.

2. **Interactivity:** Unlike traditional media, new media allows for real-time interaction between users and content creators. Audiences can comment, share, and engage directly with content, fostering a two-way communication flow.
3. **User-Generated Content:** New media platforms enable individuals to create and publish their own content easily. This democratizes content creation, allowing a broader range of voices and perspectives to be heard.

Limitation of New Media:

1. **Information Overload:** The vast amount of content available can overwhelm users, making it challenging to find reliable information and leading to difficulties in managing and processing data effectively.
2. **Privacy and Security Concerns:** New media platforms often collect extensive personal data, raising issues related to privacy and data security. Users are at risk of data breaches and misuse of their information.
3. **Digital Divide:** Access to new media is not universal. Variations in technology access and digital literacy create a divide, leaving some individuals and communities underserved or excluded.

## **Blog on Pollution**

### **Title: Combating Pollution: Our Responsibility for a Cleaner Future**

Pollution is an escalating problem that affects every corner of our planet, from the air we breathe to the water we drink and the soil we grow our food in. As the world becomes increasingly industrialized, the impact of pollution has become more severe, posing significant risks to human health, wildlife, and the environment. It is imperative that we recognize the urgency of this issue and take collective action to combat pollution and ensure a sustainable future.

**Air Pollution: The Invisible Threat** Air pollution is one of the most pervasive forms of pollution, caused by the release of harmful substances into the atmosphere. Major contributors include vehicle emissions, industrial discharges, and the burning of fossil fuels. The consequences are dire: respiratory diseases, cardiovascular problems, and premature deaths are linked to poor air quality. Moreover, air pollution contributes to climate change by increasing the concentration of greenhouse gases.

**Water Pollution: Contaminating Our Lifeline** Water is essential for life, yet our water bodies are being contaminated at alarming rates. Industrial waste, agricultural runoff, and improper disposal of household chemicals are major sources of water pollution. Polluted water poses serious health risks, including waterborne diseases and poisoning from toxic substances. Additionally, marine life suffers immensely as pollutants destroy habitats and enter the food chain.

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**Soil Pollution: Poisoning the Earth** Soil pollution occurs when harmful chemicals, such as pesticides, heavy metals, and industrial waste, are introduced into the soil. This contamination not only reduces soil fertility but also affects the health of plants, animals, and humans who rely on the land for sustenance. Sustainable farming practices and stringent regulations on waste disposal are crucial to mitigate soil pollution.

**Plastic Pollution: A Growing Crisis** Plastic pollution is a global issue that has garnered significant attention in recent years. Single-use plastics, which are not biodegradable, accumulate in landfills and oceans, causing long-lasting damage to ecosystems. Marine animals often mistake plastic for food, leading to ingestion and entanglement, which can be fatal. Reducing plastic use, promoting recycling, and supporting alternatives to plastic are essential steps in addressing this crisis.

**Our Role in Fighting Pollution** While governments and industries play a critical role in implementing policies and regulations to curb pollution, individual actions are equally important. Here are some steps we can take to contribute to a cleaner environment:

1. **Reduce, Reuse, Recycle:** Minimize waste by adopting sustainable consumption habits.
2. **Support Clean Energy:** Advocate for and use renewable energy sources such as solar and wind power.
3. **Conserve Water:** Practice water-saving techniques and reduce the use of harmful chemicals.
4. **Plant Trees:** Trees absorb pollutants and provide cleaner air.
5. **Educate and Advocate:** Raise awareness about pollution and support policies aimed at reducing environmental harm.

**Conclusion** Pollution is a multifaceted problem that requires concerted efforts from all sectors of society. By understanding its impact and taking proactive steps, we can mitigate the damage and work towards a cleaner, healthier future. It is our collective responsibility to protect the environment for ourselves and future generations. Let us act now, for the sake of our planet and all its inhabitants.

4. Answer any one of the following questions in about 100-150 words.

A) Describe the various forms of Advertisement. Keeping in mind the Institutional Advertisement, write tagline for National Institute of open schooling

**Answer:-** Advertising takes many forms, including product advertising, service advertising, classified advertising, and institutional advertising. Institutional advertising promotes the image, reputation, or philosophy of an organization or institution. For the National Institute of Open Schooling (NIOS), a tagline could emphasize their role in education accessibility and inclusivity: "NIOS: Bridging Education Gaps, Unlocking Opportunities."

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This tagline highlights NIOS's mission to provide flexible and inclusive education, enabling people of all backgrounds to access quality learning and pursue their dreams. It reflects their commitment to breaking barriers in education and creating opportunities for a diverse range of learners.

NIOS is known for its open and distance learning programs, making education accessible to a wide audience. The tagline reinforces the idea that NIOS opens doors to education and personal growth, aligning with the institution's institutional advertising goals.

**B) Describe the role and functions of Television as popular mass medium. Describe briefly about any Educational programme that you have watched recently.**

**Answer:-** Role and functions of Television as popular mass medium:

1. demonstrate processes or physical skills
2. to show movement
3. for those lacking reading skills
4. to make distance learning more personalized
5. to make teaching and learning more attractive ,and dynamic

Recently, I watched "The Great British Bake Off: Holidays" , an educational program that combines festive cheer with practical baking knowledge. This special series features amateur bakers competing in holiday-themed challenges, where they create seasonal treats like intricate cakes and creative cookies. The show provides valuable insights into baking techniques, ingredient substitutions, and decoration methods, making it accessible for both beginners and seasoned bakers. With its engaging format and detailed explanations, the program not only entertains but also equips viewers with useful skills and recipes, all while celebrating the joy of holiday baking.

**5. Answer any one of the following questions in about 100-150 words.**

**A) Define Traditional Media. Identify the difference between traditional and electronic media. Prepare an announcement to promote Girl Child Education.**

**Answer:-** The non electronic mediums which works as part of our culture and as vehicles of transmitting tradition from one generation to another generation is called traditional media

S NO.	TRADITIONAL MEDIA	ELECTRONIC MEDIA
1	non-technological in nature	technological in nature
2	flexible in nature but culturally rigid	flexible but enjoys cultural freedom
3	less expensive medium	expensive medium which needs high monetary investment
4	messages are presented before a live audience	messages are transmitted or broadcast
5	reach is limited	reaches out to a large number of people

## **Announcement for Promoting Girl Child Education**

**Title: Empowering Futures: Support Girl Child Education Today!**

**Announcement Script:**

### **Introduction**

**Announcer:** "Good day, everyone! Today, we have an important message that can change the lives of millions of girls and shape a brighter future for our nation. Join us in our mission to promote and support girl child education!"

**Voiceover:** "Education is the key to unlocking endless possibilities and opportunities. It is the foundation upon which we build a better tomorrow. Yet, millions of girls around the world are still denied the chance to go to school and receive a quality education."

**Announcer:** "Imagine a world where every girl has the opportunity to learn, grow, and achieve her dreams. A world where girls are empowered through education to become leaders, innovators, and change-makers. This is not just a dream; it is a vision we can make a reality."

**Voiceover:** "Educating girls transforms communities and strengthens economies. When a girl is educated, she is more likely to earn a higher income, support her family, and contribute positively to society. Education helps break the cycle of poverty and builds a future full of promise and potential."

**Announcer:** "But we can't do it alone. We need your support to ensure that every girl has access to education. Here's how you can help:"

1. **Spread Awareness:** Talk about the importance of girl child education in your community.
2. **Volunteer:** Join local organizations and initiatives that support girl child education.
3. **Donate:** Contribute to scholarships, school supplies, and educational programs for girls.
4. **Advocate:** Support policies and programs that promote gender equality in education.

**Voiceover:** "Every small effort makes a big difference. Together, we can create a world where every girl has the chance to learn, thrive, and succeed."

**Announcer:** "Let's join hands and work towards a future where no girl is left behind. Empower a girl, educate a community, and transform the world!"

**Voiceover:** "To learn more and get involved, visit our website at [www.educateourgirls.org](http://www.educateourgirls.org) or call our toll-free number 1-800-123-GIRLS. Together, we can make a difference!"



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**Announcer:** "Thank you for your support. Let's make girl child education a priority and empower the leaders of tomorrow!"

**B) Define the term 'Photography'. Write the difference between Film and Digital Photography. Paste two photographs published in any magazine or newspaper showing wide and narrow angle view.**

**Answer:-** Photography literally means 'drawing with light.' As you can make out the word 'photography' is made of two words. Whereas 'photo' means 'light', 'graphy' stands for 'graphic' which means drawing. So once man learnt to copy an image with the help of a camera, the process started being called photography.

S NO.	FILM PHOTOGRAPHY	DIGITAL PHOTOGRAPHY
1	records image on a sensitive film to make a picture negative	records the photo as a digital signal that is stored on a chip.
2	a film has to be processed into an optical negative	a digital image can be instantly seen on the camera. No processing is required and so there are no negatives.
3	a film camera is bigger and can work without batteries	a digital camera is much smaller and always need batteries
4	pictures from a film camera have to be printed in a lab.	photos from a digital camera can be copied on a computer and printed as well
5	pictures from a film camera have to be physically sent and this can take time.	photographs from a digital camera can easily be sent through a computer by e-mail

**6. Prepare any one project of the following projects given below.**

**B. Describe any six problems of your locality. Select and write a News Story on the most burning issue among them.**

**Hints for report writing:**

- Prepare a questionnaire
- Discuss with at least 5 locals on the basis of questionnaire and write their statements in the report.
- Interview any Public Representative.

**Answer:-**

## **News Story: Water Scarcity – The Burning Issue**

**Title: Residents Struggle as Water Scarcity Intensifies in XYZ Locality**

**Introduction:** XYZ Locality is grappling with severe water scarcity, affecting the daily lives of its residents. Frequent water shortages and irregular supply have become a major concern, prompting the community to demand urgent action from the authorities.

### **Questionnaire:**

1. How often do you experience water shortages in your home?
2. How long does the water supply last when it is available?
3. What alternative sources of water do you use during shortages?
4. How has water scarcity impacted your daily life and hygiene practices?
5. Have you reported this issue to the authorities? What was their response?

### **Residents' Statements:**

**1. Mr. Anil Sharma, 45, Businessman:** "We face water shortages almost every day. The supply is erratic and lasts for only a few hours. We have to rely on water tankers, which are expensive and not always available."

**2. Mrs. Sunita Devi, 34, Homemaker:** "The lack of water has severely affected our daily chores. It's challenging to maintain hygiene, and we often have to skip baths and laundry. The situation is getting worse each day."

**3. Ms. Priya Kapoor, 28, Teacher:** "I have reported the water scarcity issue multiple times, but there has been no concrete action from the authorities. We feel helpless and frustrated."

**4. Mr. Rakesh Kumar, 50, Shop Owner:** "The irregular water supply disrupts our business operations. We need water for cleaning and other purposes, but the shortage has made it extremely difficult to run our shop efficiently."

**5. Mrs. Neha Singh, 30, IT Professional:** "Due to the water scarcity, we have to purchase bottled water for drinking and cooking, which adds to our monthly expenses. The government needs to address this issue urgently."

### **Interview with Public Representative:**

**Interview with Mr. Rajesh Gupta, Local Councilor:**

**Q1: What steps are being taken to address the water scarcity in XYZ Locality?**

**Mr. Gupta:** "We are aware of the water scarcity issue in XYZ Locality and are working on several measures to improve the situation. We have requested additional water tankers

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and are working on long-term solutions, such as the installation of new pipelines and water treatment plants."

## **Q2: How soon can the residents expect relief from this problem?**

**Mr. Gupta:** "We understand the urgency and are expediting the process. While some measures, like additional tankers, can provide immediate relief, the infrastructure improvements will take a few months to complete. We are committed to resolving this issue as quickly as possible."

## **Q3: What can residents do in the meantime to cope with the water shortage?**

**Mr. Gupta:** "We advise residents to conserve water wherever possible and use it judiciously. Additionally, we are coordinating with local NGOs to provide assistance to those most affected. We appreciate the community's patience and cooperation during this challenging time."

**Conclusion:** The water scarcity in XYZ Locality is a pressing issue that requires immediate attention from the authorities. While some measures are being taken to address the problem, residents continue to face significant hardships. It is crucial for the government and local bodies to expedite their efforts and ensure a reliable water supply for the community.

**Call to Action:** Residents are encouraged to report any instances of water wastage and to participate in community initiatives aimed at water conservation. Together, we can work towards a sustainable solution and ensure that every household has access to this essential resource.