M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2026 and July 2026 Cycle)

MJM-026/126: PRINT MEDIA

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Course Code: MJM-026/126

Assignment Code: MJM-026/126/Jan26/Jul26

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 600 words

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1. Describe the following (150 words each): 4x5=20

   a. Zero Hour b. Adjournment Motion c. Public Accounts Committee d. Lok Sabha

2. Write a note on "Future of Print Media in India".

3. Explain the following terms (150 words each): 4x5 = 20

   a. Offset Printing

   b. Page Layout

   c. Concentration Ratio in Media Economics

   d. Vertical Expansion Model

4. What is backgrounder? What things should be kept in mind when writing a backgrounder?

5. Write short notes on **any two** of the following topics. (300 words each) 2 x 10 = 20

   a. Environmental Reporting
   b. Inverted Pyramid Structure
   c. Long-form Science Writing
   d. Conflict Reporting

1. Describe the following (150 words each):
4x5=20

a. Zero Hour b. Adjournment Motion c. Public Accounts Committee d. Lok Sabha

Answer

a. Zero Hour

Zero Hour is an important parliamentary practice through which members raise matters of urgent public importance that may not be listed in the day's formal business. It normally begins after Question Hour, around noon, and therefore came to be known as "Zero Hour". Unlike Question Hour, it is not specifically mentioned as a formal device in the Rules of Procedure. It developed through parliamentary convention and has become a useful means for members to bring immediate public concerns before the House.

A member who wants to raise an issue during Zero Hour has to follow the procedure prescribed by the House and seek permission from the presiding officer. The matter should be specific, important and capable of being stated briefly. Issues may relate to accidents, administrative failures, public hardship, law and order, disasters or other events that demand quick attention. The minister concerned may respond immediately or provide information later, depending on the issue and the decision of the Chair.

For journalists, Zero Hour is newsworthy because it often brings local or emerging issues to national attention before they become part of a larger debate. However, reporters must distinguish between an allegation made by a member and an established fact. They should accurately identify the member, the issue raised, the response of the Chair or government, and the parliamentary context. In this way Zero Hour strengthens legislative oversight while also giving the media a regular source of public-interest stories.

b. Adjournment Motion

An Adjournment Motion is a special parliamentary device used to draw the attention of the House to a definite, urgent and important matter of public concern. Its purpose is to suspend the normal business of the House so that an issue requiring immediate discussion can be taken up. Because the ordinary schedule is