Bachelor of Arts General
(BAG)

ASSIGNMENT
(For July 2021 and January 2022 Sessions)

(BEGG-171)
Media and Communication Skills
(Generic Elective Course)

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THE PEOPLE'S
UNIVERSITY

School of Humanities
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068

Media and Communication Skills
(Generic Elective Course)
(BEGG-171)

Dear Student,

You are required to do **one** assignment for this BAG English Generic Elective Course. Itis a Tutor Marked Assignment (TMA) and carries 100 marks. It covers four blocks of the course. Generic Elective courses are on offer in the fifth semester ofyour programme. They are of 6 credits each. These courses are inter-disciplinary in nature and provide an exposure to other disciplines/subjects.

Aims: The TMA is primarily concerned with assessing your understanding of the course material. You should not reproduce chunks of information from the units but effectively use your skills that you may have acquired during the course of study to compose your answers. These assignments aim to teach as well as to assess your performance.

As in day-to-day life, **planning** is important in attempting the assignment as well. Read the assignment carefully; go through the units on which the questions are based; jot down some points regarding each question and then re-arrange them in a logical order. In the essay-type answer, pay attention to your introduction and conclusion. The introduction must tell you how to interpret the given topic and how you propose to develop it. The conclusion must summarize your views on the topic. **You should write in your own handwriting.**

Make sure that your answer:
a)   is logical
b)   is written in simple and correct English
c)   does not exceed the number of words indicated in your questions
d)   is written neatly and clearly.

Please remember that it is compulsory to submit your assignment before you can take the Term End Examination. Also remember to keep a copy of your assignment with you and to take a receipt from your Study Centre when you submit the assignment.

       Last Date for Submission of Assignment:

       For June Examination   30ˢᵗ April
       For December Examination   31ᵗʰ October

Good Luck!

Note: *Remember the submission of assignment is a precondition for appearing in the examination. If you do not submit the assignment on time, you will not be allowed to appear in the examination.*

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Programme:– July 21-Jan.22 Course
Code: BEGG-171

Max. Marks: 100

Section A

Short answer questions based on Blocks 1 and 2 (Answer each question in 300 words)

1	What are the basic functions of communication?	5
2	List the seven Cs of Communication and describe them briefly.	5
3	What is the importance of advertising and what objectives does it fulfill?	5
4	What is the ASCI and what role does it perform?	5
5	List some of the dangers of mass media.	5
6	What is the difference between public service announcements and commercial advertisements?	5

Section B

Short answer questions based on Blocks 3 and 4 (Answer each question in 300 words)

1	What is News and what are its basic elements?	5
2	What is an editorial and what is its importance?	5
3	List some of the advantages and disadvantages of internet journalism.	5
4	Write a note on cyber crime and its prevention.	5
5	What is editing and why do we need to edit?	5
6	What are Blogs? Explain briefly.	5

Section C

Long answer questions based on Blocks 1 to 4(Answer each question in 500 words)

1   What are the different types of mass media? Discuss the impact they have on our lives.   10

2   What is the importance of ethics in advertising and what moral principles should advertisements follow?   10

3   Describe the important functions and principles of news editing.   10

4   The World Wide Web is an important medium of communication. Identify its main elements and discuss how to create content for the web.   10