

**BEGG-171**

**Bachelor of Arts General  
(BAG)**

**ASSIGNMENT  
(For July 2022 and January 2023 Sessions)**

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



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

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

**Programme: July 2022-Jan. 2023  
Course Code: BEGG-171**

**Dear Student,**

You are required to do **one** assignment for this BAG English Generic Elective Course. It is 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 of your 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**

**30<sup>st</sup> April**

**For December Examination**

**31<sup>th</sup> 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.*

**Media and Communication Skills**  
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**(BEGG-171)**

**Programme:– July 22-Jan.23 Course**  
**Code: BEGG-171**  
**Max. Marks: 100**

**Section A**

**Answer each question in about 300 words. (Based on Blocks 1 and 2)**

- |   |  |   |
|---|--|---|
| 1 | List the various functions of Communication?         | 5 |
| 2 | Elaborate the seven C's of Communication?            | 5 |
| 3 | List the various types of Mass Media.                | 5 |
| 4 | Discuss some of the broad objectives of advertising. | 5 |

**Section B**

**Answer each question in about 300 words. (Based on Blocks 3 and 4)**

- |    |  |   |
|----|--|---|
| 1  | Name the various shot sizes and describe them.                           | 5 |
| 2  | What is an Editorial? Discuss its importance?                            | 5 |
| 3  | Discuss some uses of networking for an organization and for individuals. | 5 |
| 4. | What is Multimedia? Mention some of the uses of Multimedia.              | 5 |

**Section C**

**Answer each question in about 700 words. (Based on Blocks 1 to 4)**

- |   |  |    |
|---|--|----|
| 1 | Critically examine the negative as well as positive impacts of the Internet.             | 15 |
| 2 | How do you differentiate between ethical advertising and unethical advertising. Discuss. | 15 |
| 3 | Describe the principles and process involved in news scripting for the broadcast media.  | 15 |
| 4 | What are the characteristics of Cyber Media. Examine its impact on our lives.            | 15 |