

**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 2023-Jan. 2024  
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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**Programme:- July 23-Jan.24**  
**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 do you understand by communication? 5
2. List some negative impacts of the internet. 5
3. List some characteristics of radio. 5
4. Role of ASCI. 5

**Section B**

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

1. List some of the popular formats in television. 5
2. Discuss the characteristics of News writing for Broadcast. 5
3. Identify the main elements of World wide Web. 5
4. Trace the brief history of the Internet. 5

**Section C**

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

1. What do you understand by the term “E-mail”? What are the golden rules for E-mail communication? 15
2. What do you understand by Cyber crimes? What preventive measures can one take to keep one safe from cyber crimes? 15
3. What is editing? Why do we need to edit? 15
4. Discuss the steps involved in structuring a TV advertisement. 15