

BEGG-171

**Bachelor of Arts General
(BAG)**

**ASSIGNMENT
(For July 2024 and January 2025 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 2024-Jan.2025
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

30stApril

For December Examination

31thOctober

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 24-Jan.25
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Max.Marks:100

Attempt all the sections.

Section A

40

Answer the questions given below-

- | | |
|--|----|
| 1. Discuss the different kinds of communication. | 10 |
| 2. Discuss the merits of direct mail advertising. | 10 |
| 3. Explain the process involved before scripting news for broadcast. | 10 |
| 4. Discuss the various uses of computer networks. | 10 |

Section B

60

Answer the questions given below-

- | | |
|---|----|
| 1. Discuss the new trends in Print Media. | 15 |
| 2. Discuss the role of ethics in advertising by giving suitable examples. | 15 |
| 3. State the different styles of editorial writing with suitable examples. | 15 |
| 4. Discuss the various aspects involved while creating content for the Web. | 15 |