

**BEGA-001**

**BACHELOR'S DEGREE PROGRAMME  
(BDP)**

**APPLICATION ORIENTED COURSE**

**ASSIGNMENTS  
(July, 2018 and January, 2019 Sessions)**

**TMA**

**Application Oriented Course  
On  
Introduction to the Media**



**School of Humanities**

**Indira Gandhi National Open University  
Maidan Garhi, New Delhi-110068.**

**ASSIGNMENT FOR  
APPLICATION-ORIENTED COURSE  
INTRODUCTION TO THE MEDIA-BEGA 001**

**AST. Code: BEGA 001/AST/2018-19**

Dear Students,

In the application Oriented Course on *Introduction to the Media* , you have to do some home assignment. These will be evaluated by your tutor. The assignment carries 100 marks.

**Objectives:** The main aim of this Tutor Marked Assignment is to test how far you have understood the course material and how well you can present it in your own words. This is an application oriented course. Therefore, our objective is to test your ability to apply the principles you have learnt to practical situations. The assignment therefore, is mostly an effort to evaluate your proficiency in the application of principles you have learnt. By means of this assignment we will be able to assess how far your practical skills have been developed.

**Directions:** While attempting the assignment, keep the following in mind:

- (1) Read the relevant directions in the Programme Guide carefully.
- (2) Write your name, enrolment number, full address and date on the top right hand corner of your answer-script.
- (3) In the Centre of the first page write clearly the name of the course, assignment number and the name of the Study Centre you have been assigned.

The first page of the assignments booklet should look like this:

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	ROLL NO. ....
	NAME: .....
	ADDRESS: .....
	.....
COURSE TITLE: .....	
ASSIGNMENT NO. ....	
STUDY CENTRE: .....	DATE: .....

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- (4) Your answers should be on foolscap paper only. Securely tie the pages together before submitting them.
- (5) Write the question number of each answer.
- (6) Write the answer in your own handwriting.
- (7) **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by **31<sup>st</sup> March, 2019 (for July, 2018 Session) and 30<sup>th</sup> Sept., 2019 (for January, 2019 Session)**. Please read the instructions given in the Programme Guide

Before attempting the assignments read the directions given below:

- 1) Read the units carefully in order to answer the questions properly. Read also the features that regularly appear in magazines and periodicals. These will help you in attempting the assignment better.
- 2) Keep the purity of your language and readability of your answer in mind if you wish to get a high grade.

Only when you are completely satisfied with your draft answer should you write it out in the answer book you will be sending us.

**Note: Remember the submission of assignment is precondition of permission of appearing in examination. If you have not submitted the assignment in time you will not be allowed to appear in the examination.**

**BEGA-001**  
**Introduction to the Media**

**Maximum Marks: 100**

**Assignment code: BEGA001/TMA/2018-19**

**This assignment has 8 questions. Attempt all of them and answer each question in approximately 350-400 words, unless stated otherwise.**

1. What are the seven C's of designing communication? Discuss all in details  
10
2. What is editing and why do we need to edit? Give a detailed answer.  
10
3. Discuss the importance of the lead or introduction in a write up. Give examples wherever necessary.  
10
4. Write a detailed note on the types of editorials in a newspaper.  
10
5. Write a letter to the editor of your local newspaper in order to draw attention to the pile of ever increasing garbage opposite your house/park.  
(Refer to Block 4 unit 15 of your course for guidelines)  
15
6. Write a short feature on the topic "How safe are women in large cities."  
(Refer to Block 3, Unit 12 of your course for guidelines)  
15
7. Imagine that you have been sent as a reporter to cover a train accident. Write a short report about what happened.  
(Refer to Block 2, Unit 6 of your course for guidelines)  
15
8. You have been sent to interview an eminent personality on TV. Write out 10 questions that you would ask and their possible answers, so that a clear picture of the person's achievements is brought out. Also write a brief paragraph outlining the preparation made by you before the interview.  
(Refer to Block 1 Unit 4 for guidelines)

10+5=15