

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

APPLICATION ORIENTED COURSE

**ASSIGNMENTS
(July, 2019 and January, 2020 Sessions)**

TMA

**Application Oriented Course
On
Introduction to the Media
BEGA-001**



**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/2019-20

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:

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

	DATE:

- (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 **31st March, 2020 (for July, 2019 Session) and 30th Sept., 2020 (for January, 2020 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 assignments is a 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/2019-20

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

1. List the positive and negative impact that mass media has on the Indian public.

10
2. Discuss the need for having ethics and regulations while reporting over TV, Radio and the internet.

10
3. What is the importance of a “lead” in a write up? Discuss with examples.

10
4. What are the various news beats that make media content? Discuss one of them in details.

10
5. Imagine that you have been sent as a reporter to cover a crime that has taken place in your area. Write a detailed report about what has happened.

15
6. Write a short feature on the topic “Organ Donation.”

15
7. Write a letter to the editor of a local newspaper to draw the attention of the public to something that you feel very strongly about.

15
8. You have been sent to interview the only survivor of a plane crash. Frame 10 questions that you would ask and their possible answers, so that a clear picture of the crash emerges. Also write a brief paragraph outlining the preparation made by you before the interview.

10+5=15