

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

**APPLICATION ORIENTED COURSE**

**ASSIGNMENTS  
(July, 2021 and January, 2022 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/2021-22**

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, 2022 (for July, 2021 Session) and 30<sup>th</sup> Sept., 2022 (for January, 2022 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/2021-22**

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

1. Write a detailed note on the genesis, characteristics and new trends of the print media.  
10
  
2. What do you understand by editing and how important is editing for different media? Give a comprehensive answer.  
10
  
3. What are the main principles of marketing media content and what role does advertising and public relations play in marketing?  
10
  
4. What is mass media and what is the impact of mass media in the Indian context? Give a reasoned answer.  
10
  
5. Write a short feature on the topic “The Corona Pandemic that Shook the World.”  
15
  
6. Write a letter to the editor of your local newspaper to draw the attention of the authorities to the recurring problem of water-logging of roads during the rainy season.  
15
  
7. You have to interview a person who managed to escape a terrorist attack on his/her village recently. Frame 10 questions and their possible answers, so that a clear picture of the incident/attack emerges. Also write a paragraph outlining the preparations made by you before the interview.  
10+5=15
  
8. You have been sent as a reporter to cover the scene of a celebrity wedding taking place in a posh hotel of your town or city. Write a detailed report of the event, mentioning some highlights that would make it memorable.  
15