

**MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD**  
**(Accredited “A+” Grade by NAAC)**  
**Centre for Distance and Online Education**  
**Programme: B.A. 5<sup>th</sup> Semester**  
**Course: Media and Communication Skills (BAEN502DST)**  
**2023 Admitted Batch**

**Assignment No. 2 (Max Marks: 10)**

**Part-A: Short Answer Questions**

Attempt any **two** questions from the following. Each question carries **2.5** marks. **2x2.5=5**

1. Write a note on Non-verbal Communication.
2. Define Investigative Journalism and explain its importance in democracy.
3. Explain Out-of-Home (OOH) Advertising and OTT Platforms in your own words.
4. Briefly discuss the impact of globalisation on media.

**Part-B: Long Answer Questions**

Attempt any **one** question from the following. The question carries **5** marks. **1x5=5**

1. Define communication and explain its process and significance in detail.
2. Evaluate the powers and functions of the Press Council of India.
3. Distinguish between hard news and soft news with suitable examples.

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**Assignment No. 3 (Max Marks: 10)**

**Part-A: Short Answer Questions**

Attempt any **two** questions from the following. Each question carries **2.5** marks. **2x2.5=5**

1. Discuss the basic types of media.
2. What is Surrogate Advertising? Explain with suitable examples.
3. Write a note on the difference between print and broadcast language.
4. Discuss the effects of media with reference to Denis McQuail.

**Part-B: Long Answer Questions**

Attempt any **one** question from the following. The question carries **5** marks. **1x5=5**

1. Explain the different types of Digital Communication.
2. What are barriers to communication? Explain with suitable examples.
3. Write a detailed note on the impact of social media on society and politics.