

MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD

(Accredited "A+" Grade by NAAC)

Directorate of Distance Education

Programme: B.A. 5th Semester

Course: Media and Communication Skills (BAEN502DST)

July-2019 Admitted Batch

Assignment No. 1 (Units 1 to 10)

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. Discuss the basic types of media.
3. Explain OOH and OTT in your own words.
4. Briefly describe the impact of globalisation on the media.

Part-B

Long Answer Questions

Attempt any **one** question from the following.

1x5=5

1. Define communication and explain its process and significance in detail.
2. Explain the barriers to communication with suitable examples.
3. Discuss the Four Eras of Media Theory.

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Assignment No. 2 (Units 11 to 17)
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. What is surrogate advertising?
2. Write a note on the difference between print and broadcast language.
3. Define Investigative Reporting/Journalism.
4. Discuss the rules of editing.

Part-B

Long Answer Questions

Attempt any **one** question from the following.

1x5=5

1. Explain the stages through which a television advertisement is created.
2. Distinguish between hard news and soft news with suitable examples.
3. Comment on the role of social media in journalism.

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Assignment No. 3 (Units 18 to 24)
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 the characteristics of Cyber Media.
2. Discuss the effects of the media with reference to Denis McQuail.
3. Evaluate the powers of the Press Council of India?
4. Comment on Satellite Television Instructional Experiment.

Part-B
Long Answer Questions

Attempt any **one** question from the following.

1x5=5

1. Write a detailed note on the impact of social media on society and politics.
2. Explain different types of Digital Communication.
3. Analyze the contribution of Stuart Hall to communication studies.