

MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD
(Accredited “A+” Grade by NAAC)

Centre for Distance and Online Education

Programme: B.A. 5th Semester
Course: Media and Communication Skills (BAEN502DST)
July-2022 Admitted Batch

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 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. Wrote 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. Wrote 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 in communication studies.
- 4.