

**MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD**

**(Accredited "A+" Grade by NAAC)**

**Directorate of Distance Education**

**Programme: B.A. 5<sup>th</sup> Semester**

**Course: Media and Communication Skills (BAEN502DST)**

**2020 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. Define non-verbal communication and give examples.
2. What are the basic types of media? Explain.
3. Write a short note on OOH and OTT.
4. Globalisation has impacted the media. Discuss.

### **Part-B**

#### **Long Answer Questions**

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

**1x5=5**

1. What is communication and its process? Discuss the significance of communication.
2. What are major types of barriers to communication? Explain with suitable examples.
3. Bring out details of 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. Define surrogate advertising and give examples.
2. The language of print and broadcast media is different. Explain.
3. What is Investigative Reporting or Investigative Journalism?
4. What are the rules of editing? Discuss.

**Part-B**

**Long Answer Questions**

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

**1x5=5**

1. Describe the steps involved in creating a television advertisement.
2. Explain the differences between soft and hard news using appropriate examples.
3. How does social media play a role in journalism? Explain.

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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. What are important characteristics of Cyber Media?
2. Write a short note on the effects of the media as mentioned by Denis McQuail.
3. What are the powers of the Press Council of India? Explain.
4. Briefly discuss Satellite Television Instructional Experiment.

**Part-B**

**Long Answer Questions**

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

**1x5=5**

1. How does social media impact society and politics? Discuss.
2. What is digital communication? Explain different types of digital communication.
3. Cultural theorist Stuart Hall influenced communication studies. Explain.