

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)**

**Course: Print Media Part-II
Code No. (5626)**

**Semester: Spring, 2013
Level: M.Sc**

INSTRUCTIONS

1. This course carries two assignments.
2. Each assignment carries 100 marks.
3. Write the assignment in your own words.
4. Some of questions require use of examples from Pakistani perspective/setting. So do not simply rehash material from the book in verbatim but rely on synthesizing materials from different chapters of the book in your own language.
5. Discuss complex issues of the course with your tutor in the tutorial meetings.

List of Contents

This package comprises the following material:

1. Study guide
2. Book (Scholastic Journalism)
3. Assignments 1 and 2
4. Assignment forms 2 sets (six)
5. Schedule for submitting assignments and attending tutorial meetings.

If you find anything missing from the above-mentioned material, kindly inform:

**Mailing Section
Allama Iqbal Open University,
H-8, Islamabad.**

Best of Luck

**Saadia Anwar Pasha
Course Coordinator**

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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Level: M.Sc. Mass Communication

Total Marks: 100

ASSIGNMENT No. 1

(Units 10–14)

- Q.1 Define headline and Caption. Describe headline writing techniques. (20)
- Q.2 What is proof-reading? Also mention its kinds. (20)
- Q.3 Discuss the channel through which media receive picture and various techniques of photo-editing. (20)
- Q.4 What do you understand by a magazine and what are its various types? (20)
- Q.5 Explain the functions of news agencies. How had the idea of news agency emerged and how it was translated into practice? (20)

ASSIGNMENT No. 2

(Units 15–18)

Total Marks: 100

- Q.1 Explain various media laws and review a brief history of media laws. (20)
- Q.2 Describe various department of a newspaper. (20)
- Q.3 Write notes on the followings: (20)
- A. Media Ethics
 - B. Freedom of Media
- Q.4 What do you understand by media ownership? Also discuss its different forms. (20)
- Q.5 What modern trends are being introduced in journalism? (20)