

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

**Course: Electronic Media (Part-I)  
Course Code: 5627**

**Semester: Spring, 2014  
Level: M.Sc**

**INSTRUCTIONS**

1. Assignments 1 and 2 cover Units 1-4 and 5-9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment-questions requires you to be more analytical, therefore, supplement material from the study guides with information from other suggested readings. Some of questions require use of examples from Pakistani perspective/setting. Do not simply rehash materials from different units of the study guide and copying from one another is highly discouraged. Writing assignments in your own words and originality of approach will fetch you maximum marks.

**List of Contents**

This package comprises the following material:

1. Study Guide
2. A helping book “Electronic Media”
3. Assignments 1-2
4. Assignment forms 2 sets
5. Schedule for submitting assignments and attending tutorial meetings.

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

The Mailing Officer,  
Mailing Section,  
Allama Iqbal Open University,  
H-8, Islamabad

Best of luck

**(Shahid Hussain)**  
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      Total Marks: 100**

**ASSIGNMENT No. 1**  
**(Units 1–4)**

- Q.1 Define how radio can serve being the largest medium. Elaborate some salient points explaining potential and limitations of radio broadcasting. (20)
- Q.2 Explain the development of broadcasting in the Sub-Continent with special reference to Pakistan. (20)
- Q.3 Describe the significance and characteristics of a radio news story? Also explain the process of radio news reporting with voice casting and actuality inserts. (20)
- Q.4 Describe the problems and pressures faced during the preparation and production of news? (20)
- Q.5 Explain basic principles of radio news writing? Critically evaluate various types of news bulletins broadcast by radio. (20)

**ASSIGNMENT No. 2**

**(Units 5–9)**

**Total Marks: 100**

- Q.1 Differentiate between news and current affairs programmes of radio. Also distinguish various types of current affairs programmes. (20)
- Q.2 Explain how radio programmes are classified? (20)
- Q.3 Explain the evaluation of educational radio. Describe and compare radio programmes in terms of programme formats. (20)
- Q.4 What do you know about the radio broadcasting system? What are the various methods of modulation? (20)
- Q.5 What is the general structure of a satellite communication system? Summarize the prospects of satellite broadcasting. (20)