

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

Course: Electronic Media (Part-II)  
Course Code No. (5628)

Semester: Spring 2014  
Level: M.Sc.

**INSTRUCTIONS**

1. Assignments 1 and 2 cover units 10-13 and 14-18 respectively. A
2. Each assignment carries 100 marks. E
3. Write the assignments in your own words. W
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 the questions require use of examples from Pakistani perspective/setting. Do not simply rehash materials from different units of the study guide and from one another is highly discouraged. Writing assignments in your own words and originally of approach will fetch you maximum marks. S

**LIST OF CONTENTS**

This package comprises the following material:

1. Study Guide
2. A helping book "Electronic Media"
3. Assignments 1, 2
4. Assignment's Forms 02 sets
5. Schedule for submitting the assignments & tutorial meeting.

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

The Mailing Officer  
Mailing Section  
**Services & Operational Unit**  
AIOU, H-8, Islamabad.  
Phone: 051-9057611-12

Best of Luck

(**SHAHID HUSSAIN**)  
Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
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**WARNING**

1. Plagiarism or hiring of other writer(s) for solving the assignment 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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**ASSIGNMENT No. 1**  
(Units: 10-13)

- Q. 1 Elaborate the historical development of Television in the world. Also explain the establishment of TV in Pakistan. (20)
- Q. 2 Explain the impact of television on cultural, political, economic and social behavior of the people. Also describe the link between television and social values. (20)
- Q. 3 Describe the process of planning a television bulletin. Why the rehearsal for visual is important for TV bulletin. (20)
- Q. 4 Explain the requirement and techniques of TV News coverage. Critically evaluate the value of on-camera reporting on Television. (20)
- Q. 5 Describe various aspects of TV news reporting. State the distinguished features and the sources of TV news. (20)

**ASSIGNMENT No. 2**  
(Units: 14-18)

- Q. 1 Elaborate the different types of television entertainment programme. (20)
- Q. 2 Describe the role and function of educational television. Evaluate AIOU experience in the use of television for education. (20)
- Q. 3 What are the challenges being faced by TV channels in Pakistan? How can they overcome these challenges? (20)
- Q. 4 Give a brief of the different types of satellites available in the world? Elaborate the difference between 'spy' satellite and 'telecommunication' satellite. (20)

Q. 5. Explain the system and working of Cable Television. Also elaborate the impact of cable television on Pakistani society with special emphasis on dramas of foreign countries dubbed into Urdu language. **(20)**