

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

Course: Language Skills and Communicative Abilities (964)
Semester: Autumn, 2013

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 within information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting, so do not simply rehash materials from the study guide verbatim but rely on synthesizing materials from different units of the study in your own language.
5. Being an English Language course, the assignment of this course should only be attempted in English.

LIST OF CONTENTS

This package comprises the following material:

1. Study Guide
2. Assignment No. Two
3. Assignment Forms 2 sets
4. Schedule for submitting the assignments and tutorial meetings.

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

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

Best of Luck

(Babar Hussain Shah)
Course Coordinator

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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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

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Semester: Autumn, 2013

Level: M.Sc
Total Marks: 100

ASSIGNMENT No. 1
(Units: 1-4)

- Q. 1 Explain the concept of Linguistic and Non-Linguistic Communication. (10)
- Q. 2 Elaborate parts of speech with relevant examples. (20)
- Q. 3 Write notes on the following with suitable examples: (20)
- a) Grammatical Units of English
 - b) Mechanics of Grammar
- Q. 4 Elaborate in detail the concept of speaking and listening skills. (10)
- Q. 5 Examine several magazines advertisements and note how adjectives are used to make the products appealing. Don't forget to paste the copies of these advertisements. Also write an advertisement in your own words about one hundred words on any product you like. (20)
- Q. 6 A paragraph has always a main idea. To support this main idea, the writer provides supporting details which are usually in the form of examples, explanations, analogies, arguments, opinions etc. These are required to convince the readers. Read the example given below and expand the following main idea by supporting details. (10)
- Example:*
Air pollution is growing in the cities. (Main idea). The reasons for this growth are many: the poisonous fumes from the vehicles, inadequate garbage disposal facilities, lack of awareness among people to plant trees. (Reasons)
- Q. 7 Imagine you are a newspaper reporter in an English newspaper and are reporting a news story about general elections. You are assigned to interview a politician. What type of questions would you ask to satisfy your readers? Write at least twenty questions. (10)

ASSIGNMENT No. 2

(Units: 5–9)

Total Marks: 100

- Q. 1 Explain the techniques of writing skill and indicate problems in writing. Also point out the difference between written and spoken language. **(20)**
- Q. 2 Discuss prerequisite of journalistic writing and differentiate journalistic writing from literature. **(20)**
- Q. 3 Write a comprehensive note on different forms of journalistic writing. **(20)**
- Q. 4 Explain the guidelines of précis writing. Make a précis of the following passage. Also suggest a suitable title for this passage. **(20)**

In his thought-provoking work, *Philosophical Investigations*, Ludwig Wittgenstein uses an easily conceptualized scenario in an attempt to clarify some of the problems involved in thinking about the mind as something over and above the behaviors that it produces. Imagine, he says, that everyone has a small box in which they keep a beetle. No one is allowed to look in anyone else's box, only in their own. Over time, people talk about what is in their boxes and the word "beetle" comes to stand for what is in everyone's box. Through this curious example, Wittgenstein attempts to point out that the beetle is very much like an individual's mind; on one can know exactly what it is like to be another person or experience things from another's perspective—look in someone else's "box"—but it is generally assumed that the mental workings of other people's minds are very similar to that of our own (everyone has a "beetle" which is more or less similar to everyone else's). However, it does not really matter—he argues—what is in the box or whether everyone indeed has a beetle, since there is no way of checking or comparing. In a sense, the word "beetle"—if it is to have any sense or meaning—simply means "what is in the box". From this point of view, the mind is simply "what is in the box", or rather "what is in your head". Wittgenstein argues that although we cannot know what it is like to be someone else, to say that there must be a special mental entity called a mind that makes our experiences private, is wrong. His rationale is that he considers language to have meaning because of public usage. In other words, when we talk of having a mind—or a beetle—we are using a term that we have learned through conversation and public discourse (rooted in natural language). The word might be perceived differently in each of

our minds, but we all agree that it signifies something; this allows us to develop language for talking about conceptualizations like color, mood, size and shape. There, the word “mind” cannot be used to refer specifically to some entity outside of our individualized conception, since we cannot see into other people’s boxes.

- Q. 5 Select any five news stories that appeared in Urdu newspapers and translate them into English. Stories must be consisted of different issues like sports, religion, Economics, Politics and crimes. Do not forget to attach latest news stories along with your answer. **(20)**

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