

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

**Course: Print Media Part-I
Code No. (5625)**

**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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Semester: Spring, 2013

Level: M.Sc. Mass Communication

Total Marks: 100

ASSIGNMENT No. 1

(Units 1–4)

- Q.1 Define News and distinguish between soft and hard news. (20)
- Q.2 Every event cannot be newsworthy. What are some values that qualify an event to be newsworthy? Explain with examples. (20)
- Q.3 News is somewhat different with other writing forms, discuss? (20)
- Q.4 What mechanics do you suggest for writing a news story? (20)
- Q.5 Explain various kinds of reporting. (20)

ASSIGNMENT No. 2

(Units 5–9)

Total Marks: 100

- Q.1 Define Feature and what are the major types of feature stories? (20)
- Q.2 Describe column writing. What are the main sources of ideas for writing columns? (20)
- Q.3 Write a note on structure of editorial. What are the major content of an editorial page? (20)
- Q.4 What is an interview? Highlight interview techniques. (20)
- Q.5 Explain the duties and function of a Sub-editor. (20)