

BEGA -001

**Bachelor's Degree Program
(BDP)
Application Oriented Course**

**ASSIGNMENT
(For July 2025 and January 2026 Sessions)**

**Application Oriented Course
On
Introduction to the Media BEGA-001**



**School of Humanities
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068**

**ASSIGNMENT FOR APPLICATION-ORIENTED COURSE
INTRODUCTION TO THE MEDIA
BEGA 001**

AST. Code: BEGA 001/AST/2025-26

Dear Students,

In the application Oriented Course on Introduction to the Media, you have to do some home assignment. These will be evaluated by your tutor. The assignment carries 100 marks.

Objectives: The main aim of this Tutor Marked Assignment is to test how far you have understood the course material and how well you can present it in your own words. This is an application oriented course. Therefore, our objective is to test your ability to apply the principles you have learnt to practical situations. The assignment therefore, is mostly an effort to evaluate your proficiency in the application of principles you have learnt. By means of this assignment we will be able to assess how far your practical skills have been developed.

Aims: This TMA is concerned mainly with assessing your application and understanding of the course material. You are not required to reproduce chunks of information from the course material but to apply the information you have acquired during the course of study. This assignment aims to teach as well as to assess your performance. Please ensure that you read all the units of the course. Do make points as you go along.

Instructions:

Before attempting the questions please read the following instructions carefully.

1. Read the detailed instructions about the assignments given in the Programme Guide
2. Write your Enrolment Number, Name, Full Address and Date on the top right corner of the first page of your response sheet(s).
3. Write the Course Title, Assignment Number and the Name of the Study Centre you are attached to in the centre of the first page of your response sheet(s).

The top of the first page of your response sheet should look like this:

	ENROLMENT NO.
	NAME:
	ADDRESS:
COURSE TITLE:	
ASSIGNMENT NO:	
STUDY CENTRE: DATE:.....	

4. Use only A4 size paper for your response and tag all the pages carefully.
5. Write the relevant question number with each answer.

6. You should write in your own handwriting.

7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by 30th Sept, 2025 (if enrolled for the July 2025 Session) and 31st March 2026 (if enrolled in the January 2026 Session)

8. Please read the instructions given in your Programme Guide.

Now read the following guidelines carefully before answering questions.

GUIDELINES FOR TMAs

You will find it useful to keep the following points in mind:

1. **Planning:** Read the questions carefully. Go through the units on which they are based. Make some points regarding each question and then rearrange these in a logical order. And please write the answers in your own words. Do not reproduce passages from the units.
2. **Organisation:** Be a little more selective and analytic before drawing up a rough outline of your answer. In an essay-type question, give adequate attention to your introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarise your response to the question. In the course of your answer, you may like to make references to other texts or critics as this will add some depth to your analysis.

Make sure that your answer:

- (a) is logical and coherent;
 - (b) has clear connections between sentences and paragraphs;
 - (c) is written correctly giving adequate consideration to your expression, style and presentation;
 - (d) does not exceed the number of words indicated in your question.
3. **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize.

You may be aware that **you need to submit your assignments before you can appear for the Term End Exams. Please remember to keep a copy of your completed assignment, just in case the one you submitted is lost in transit.**

Good luck with your work!

BEGA-001
Introduction to the Media
Maximum Marks: 100
Assignment code: BEGA001/TMA/2025-26

This assignment has 7 questions. Attempt all of them and answer each question in approximately 350-400 words, unless stated otherwise.

1. Explain the seven Cs of effective communication with relevant examples. 15

2. What is mass communication? Discuss its various components. 10

3. What are the main types of interviews? Imagine you are interviewing a successful entrepreneur. Frame 10 questions you would ask, along with the expected or possible answers. 5 + 10 = 15

4. What are different types of reporting? Discuss each with examples. 15

5. Write short notes on:
 - a. Graphic communication
 - b. Television as a democratizing medium
 - c. Editing3 × 5 = 15

6. Write a short feature on the topic “How Technology is Changing the Way We Think and Interact.”. 15

7. You have been sent as a reporter to cover a school science exhibition. Write a detailed report highlighting the innovative projects and student participation. 15