

BEGG-171

**BACHELOR OF ARTS MULTIDISCIPLINARY
(BAM)
&
BACHELOR OF ARTS (GENERAL)
(BAG)**

**ASSIGNMENT BOOKLET
ASSIGNMENT
(For July 2026 and January 2027 Sessions)**

**BA Multidisciplinary
(BEGG-171)
Media and Communication Skills**



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

Media and Communication Skills (BEGG-171)

Programme: BAM /BAG
Course Code: BEGG-171/ July 2026-Jan.2027

Dear Student,

You are required to do **one** assignment for this BAM English Course. It is a Tutor Marked Assignment (TMA) and carries 100 marks. It covers four blocks of the course are on offer in the fifth semester of your programme. They are of 6 credits each. These courses are inter-disciplinary in nature and provide an exposure to other disciplines/subjects.

Aims: The TMA is primarily concerned with assessing your understanding of the course material. You should not reproduce chunks of information from the units but effectively use your skills that you may have acquired during the course of study to compose your answers. These assignments aim to teach as well as to assess your performance.

As in day-to-day life, **planning** is important in attempting the assignment as well. Read the assignment carefully; go through the units on which the questions are based; jot down some points regarding each question and then re-arrange them in a logical order. In the essay-type answer, pay attention to your introduction and conclusion. The introduction must tell you how to interpret the given topic and how you propose to develop it. The conclusion must summarize your views on the topic. **You should write in your own handwriting.**

Make sure that your answer:

- a) Is logical
- b) Is written in simple and correct English
- c) Does not exceed the number of words indicated in your questions
- d) Is written neatly and clearly.

Please remember that it is compulsory to submit your assignment before you can take the Term End Examination. Also remember to keep a copy of your assignment with you and to take a receipt from your Study Centre when you submit the assignment.

Last Date for Submission of Assignment:

For June Examination	30st April
For December Examination	31th October

Good Luck!

Note: Remember the submission of assignment is a precondition for appearing in the examination. If you do not submit the assignment on time, you will not be allowed to appear in the examination.

Assignment
Media and Communication Skills
(BEGG-171)
For July 26-Jan 27 Session

Programme:–BAM/BAG
Course Code: BEGG-171
Max.Marks:100

Attempt all the sections

SECTION A

4 × 10 = 40 Marks

Discuss the role of mass media in everyday life.

1. What is public-service advertising? Explain its purpose with suitable examples.
2. Explain the basic principles of writing a news report.
3. Discuss the role of social media in contemporary communication.

SECTION B

4 × 15 = 60 Marks

1. Discuss the importance of ethics in advertising.
2. Explain the structure of a news story with reference to the headline, lead and body.
3. What is editorial writing? Discuss the qualities of a good editorial.
4. Examine the advantages and challenges of social media as a medium of communication.