**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**

***(Department of Mass Communication)***

**Course: Electronic Media Part–I (5627) Semester: Spring, 2011**

**Level: M.Sc**

### INSTRUCTIONS

1. Assignments 1 and 2 cover units 1–4 and 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. 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 originality of approach will fetch you maximum marks.

# LIST OF CONTENTS

This package comprises the following material:

1. Study Guide
2. A helping book “Electronic Media”

3. Assignment s 1 and 2

4. Assignment Forms 2 sets

5. Schedule for submitting the assignments and attending 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***

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***Best of Luck***

#####  **Dr. Saqib Riaz**

#####  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.**

1. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN “AIOU PLAGIARISM POLICY”.**

**Course: Electronic Media Part–I (5627) Semester: Spring, 2011**

**Level: M.Sc Total Marks: 100**

#### ASSIGNMENT No. 1

**(Units: 1–4)**

Q. 1 Describe in detail the process of the development of radio broadcasting as an institution till today with special reference to FM radio stations in Pakistan. **(20)**

Q. 2 Discuss in detail the role of radio in: **(20)**

 i) Public opinion building

 ii) Development

 iii) Mass Communication

Q. 3 Elaborate the following: **(20)**

 i) Prospects and challenges to broadcasting (radio) in Pakistan.

 ii) Credibility of Radio

 iii) Potential and Limitations of radio

 iv) Interactive radio

Q. 4 Describe the sources of radio news with reference to the scope and characteristics of radio news. Also explain the art of news reporting for radio. **(20)**

Q. 5 Writing for radio is a specialized job. Explain the characteristics of radio news writing. Also compare news writing of radio with that of newspaper. **(20)**

#### ASSIGNMENT No. 2

**(Units: 5–9)**

Q. 1 Describe different types of current affair programmes of radio. How could be these programmes made more effective, give your suggestions. Also explain difference between news and current affair programmes. **(20)**

Q. 2 Analyze the educational impact of radio. Also evaluate the different types of educational programmes with reference to AIOU. **(20)**

Q. 3 Write notes on the following: **(20)**

 i) Radio Drama.

 ii) Radio Documentary.

 iii) Special Audience Programmes.

 iv) Radio Music Programmes.

Q. 4 Explain functions of a transmitter. What are the various methods of modulation? Also describe the digital satellite communication briefly. **(20)**

Q. 5 Write notes on the followings: **(20)**

 i) Recording formats

 ii) Control room

 iii) Dubbing and editing