

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

Course: Print Media Part-11
Code No. (5626)

Semester: Spring-2014
Level: M.Sc.

INSTRUCTIONS

1. Assignments 1, 2, cover units 10-13 and 14-18 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 with 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 "Scholastic Journalism
3. Assignments land 2
4. Assignment forms 2 sets
5. Schedule for submitting assignments and attending tutorial meetings

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

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

Best of Luck

(Dr. Saqib Riaz)
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
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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 ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Print Media Part-II (5626)
Level: M. Sc.

Semester: Spring 2014
Total Marks: 100
Pass Marks: 40

ASSIGNMENT NO 1
(Unit: 10-13)

Note: Attempt all question.

- Q.1 Describe and explain Caption? What is its journalistic importance? Also describe the phenomenon of Word Economy and the process of Picture Editing. (20)
- Q.2 Define proof reading? Discuss its need and procedure? How is it different from sub-editing? Also carefully read the following passage, make necessary proofreading and subediting in it by using proper symbols: (20)

A master plan has been announced to ease the ever increasing and increasing traffic congestions and congestion with paramount emphasis and congestion with—paramount emphasis on creating awareness among the masses to follow traffic rules to avoid avoid accidents and clear traffic mass on the roads.

- Q.3 What does photojournalism mean? Discuss its importance in contemporary print media. Also highlight the principles of photojournalism? (20)
- Q.4 Explain in detail the ethics of photojournalism. Also discuss the role of different departments of a newspaper organization in the production process. (20)
- Q.5 What is page makeup design and what is its importance in journalism? What are the various types used for front page makeup in daily newspapers? (20)

ASSIGNMENT NO 2

(Unit 14-18)

Total Marks: 100

Pass Marks: 40

- Q.1 Describe and elaborate the role of media in a democratic society. Explain the role the national newspapers can play in protecting our social values? (20)
- Q.2 Discuss in detail the role of News Agencies as news channels? In your view what negative effects news agency journalism causes to the creativity of newspapers journalists? (20)
- Q.3 Write an essay on "the freedom of press and social responsibility". Do you think Pakistani press is being socially responsible in its functioning? (20)
- Q.4 What is advertising? Can it increase circulation of a newspaper? Also discuss Defamation and Copyright Act. (20)
- Q.5 Write a detailed note on the problems and challenges of Print Media in Pakistan. (20)