**ALLAMAIQBALOPENUNIVERSITY, ISLAMABAD**

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

**WARNING**

**1. PLAGIARISMOR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE 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 THE “AIOU PLAGIARISM POLICY”.**

**Course: Electronic Media Part–II (9268) Semester: Spring, 2025**

**Level: BS (Mass Communication) Credit Hours: 03**

## **Please read the following instructions for writing your assignments. (AD, BS, B. Ed, MA/MSc, MEd) (ODL Mode).**

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

**Total Marks: 100 Pass Marks: 50**

#### ASSIGNMENT No.1

**(Units: 1–4)**

Q.1 What are the key technological advancements in television history, and how have they impacted the medium? (20)

Q.2 In what ways can television influence behaviour and shape public perception? (20)

Q.3 What are the primary sources of TV news, and how do they impact the quality of reporting? (20)

Q.4 What are the key aspects to consider when conducting on-camera reporting in the field? (20)

Q.5 What are the key principles involved in drafting news scripts for television? (20)

**Total Marks: 100 Pass Marks: 50**

#### ASSIGNMENT No.2

**(Units: 5–9)**

Q.1 What are the different types of current affairs programs broadcast on television? (20)

Q.2 How does Pakistan Television channel categorize its programming, and what are the distinct types of programs offered? (20)

Q.3 How can television be effectively used as a tool for remote learning and educational purposes? (20)

Q.4 What are the effects of Cable TV (CATV) in delivering television content an audience? (20)

Q.5 How has satellite communication changed the way television content is delivered globally? (20)