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.

Discuss the role of mass media in everyday life.

Answer

Mass media has become a normal part of our daily routine. It includes newspapers, radio, television, cinema, online news websites and other channels that carry messages to large numbers of people. We often use these media without thinking about their influence. A newspaper headline may shape our first opinion of an issue, a weather report may affect our travel plan, and a television programme may introduce us to another way of life. Thus, mass media does more than provide information; it connects individuals with the larger society.

One important role of mass media is to keep people informed. It reports elections, government decisions, school examinations, prices, transport disruptions, health warnings and events in other countries. A person does not have to be physically present at an event to learn about it. For instance, during heavy rain or a public-health emergency, reliable news bulletins may help families decide what precautions to take. At the same time, reporting must be checked carefully because a false alert can cause unnecessary fear.

Mass media also supports education. Educational radio programmes, documentaries, interviews with experts and programmes on science, history or the environment make learning possible outside classrooms. A student who finds a topic difficult in a textbook may understand it better through a well-explained programme. Public information campaigns about sanitation, road safety, vaccination and financial awareness have a similar educational purpose. They translate specialist knowledge into language that an ordinary person can use.

In a democracy, media acts as a link between citizens and those in power. Journalists ask questions about public spending, explain proposed policies and report problems such as poor roads or shortages in hospitals. Citizens can then discuss these issues and demand action. Media can provide a space for different opinions, although it should distinguish verified facts from comments and political claims. Its public role is weakened when important voices are ignored or when sensational stories receive more attention than serious issues.

Entertainment is another everyday function. Films, songs, sports broadcasts, comedy shows and serials offer relaxation after work or study. They also tell stories about family, friendship and social change. Entertainment is not completely separate from learning: a film can raise questions about gender roles, discrimination or the environment. However, repeated stereotypes may