BEGA-001
Introduction to the Media

Programme Code: BEGA001/TMA/2026-27
Maximum Marks: 100

This assignment has 7 questions. Attempt all of them and answer each question in approximately 350-400 words, unless stated otherwise.

1. Explain the process of communication. Discuss the key elements of the process.
15

2. Discuss how drafting news for radio differs from drafting news for a newspaper.
10

3. You have to interview a prominent journalist who has covered major political events for over two decades. List ten questions you would ask. and provide possible answers to these questions. Also, write a short paragraph on how you would prepare before the interview.
(10+5=15)

4. Write a note on the different types of media (print, broadcast, digital) highlighting their characteristics.
15

5. Write short notes on
   a. Writing lead for internet stories
   b. Film as mass media
   c. Elements of news
(3x5=15)

6. Write a short feature on the topic "Artificial Intelligence in everyday life"
15

7. Write a letter to the editor of a national newspaper highlighting the problem of fake news and suggesting practical measures to combat it.
15

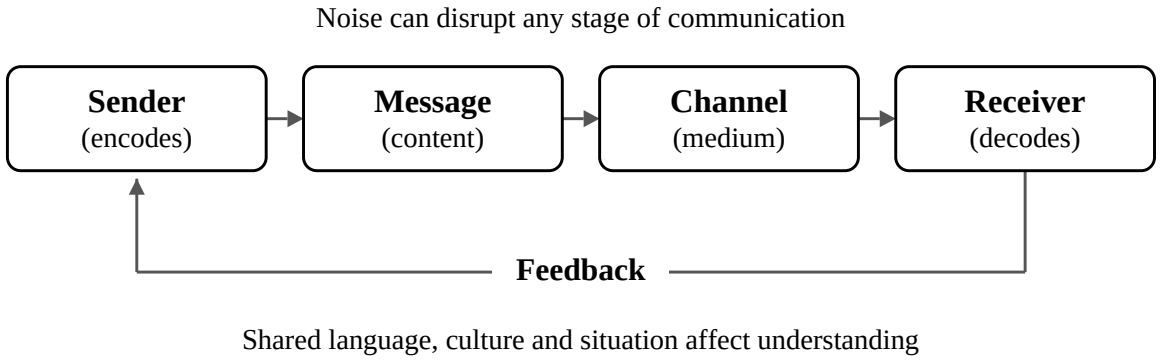
1. Explain the process of communication. Discuss the key elements of the process.

15

Answer

Communication is the process through which people exchange information, ideas, feelings and experiences to develop a shared understanding. It may happen through speaking, writing, gestures, pictures or electronic media. A teacher explaining a lesson, a newspaper reporting an event and a citizen sending a message to a public office are all examples of communication. It is not simply the act of sending words. The receiver must also make sense of the message, and the sender needs to know whether the intended meaning has been understood.

The process usually begins when a person has an idea to share. The sender puts the idea into symbols, selects a suitable channel and sends it. The receiver notices the message and interprets it according to language, knowledge, experience and circumstances. A response or feedback may then return to the sender. In everyday conversation the stages often overlap, while mass communication may involve a larger audience and delayed feedback.



Sender and idea: The sender is the individual or organisation that starts communication. A reporter preparing an account of a village flood, for example, first decides which facts people need to know. The intention may be to inform, persuade, entertain or request action. A clear purpose helps the sender select relevant information instead of including everything available.

Encoding and message: Encoding means turning the idea into words, sounds, images or gestures that other people can recognise. The resulting message is the actual content sent. A radio presenter may use spoken language and sound effects, while a newspaper reporter uses words, headlines and photographs. If the symbols are unfamiliar or the language is too complicated, the receiver may misunderstand the information even when the sender's facts are correct.