

ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Distance, Non-Formal & Continuing Education)
Faculty of Education

Course: Broadcast Media (8621)

Level: B.Ed

Semester: Autumn, 2025

Total Marks: 100

Pass Marks: 50

WARNING

- 1. PLAGIARISM OR 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.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN THE "AIOU PLAGIARISM POLICY".**

Note: Following points must be kept in mind while writing your assignment. All questions are compulsory and carry equal marks.

1. The questions should be addressed completely in the light of study guides and reading material. Avoid irrelevant information and reproduction of text. In such cases, no credit will be given.
2. Read from different sources like online and write it in your own words with proper citations. The writing format is the American Psychological Association (APA).
3. The assignment should be a comprehensive, well-prepared document with proper references at the end of each question separately.
4. The assignment must be in typed form and must be uploaded within due time and date.
5. Late assignments will not be accepted.

Assignment No. 1
Units (1-4)

Q. No. 1 Describe broadcast media in your own words and also discuss its (20) potential role in the promotion of distance education.

Q. No. 2 Justify the need for broadcast media. Suggest doable ways to promote (20) literacy and education in rural and hilly areas of the country.

Q. No. 3 Define need assessment. Suggest ways and means for enhancing the (20) financing of broadcast media.

Q. No. 4 Write a detailed essay on the case study of Pakistan by throwing light on (20) how Pakistan has used educational television for liberating the masses of the country.

Q. No. 5 How can we use radio effectively for educational purposes? Elaborate in (20) detail with reference to the case study of Japan.

**Assignment No. 2
Units (5-9)**

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Q. No. 1 Explain the scriptwriting process of educational television programmes (20) and also discuss the ways and strategies to make these more interactive and engaging.

Q. No. 2 Briefly describe the production methods for educational radio (20) programmes. Discuss the strengths of “documentaries” and “features” as effective ways of presenting educational radio programmes.

Q. No. 3 Briefly explain the functions of evaluation. Discuss the methods we (20) should use to evaluate systematically educational television programmes.

Q. No. 4 Briefly introduce different personnel of broadcast media. Suggest ways (20) and techniques to maximize the contribution of these for effectively utilizing broadcast media in education.

Q. No. 5 What challenges and hurdles do we face while measuring the effect of (20) educational radio and television on educating the masses? Suggest ways to address/ handle them.