

ALLAMA IQBAL OPEN UNIVERSITY

(Department of Mass Communication)

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: Electronic Media (Part-I)

Semester: Autumn,2026

Course Code: (9267 / 5627)

Level: BS / MSc

Please read the following instructions for writing your assignments. (AD, BS, BEd, 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 each question carefully and then answer it according to the requirements of the question.
3. Also, avoid irrelevant discussion/information and reproducing from books, study guides, or allied material.
4. Your analysis and synthesis will be appreciated. Please write in your own words after reading the study guide and the related allied material.
5. Handwritten scanned assignments are not acceptable.
6. Upload your typed (in Word or PDF format) assignment before the due date.
7. Late assignments cannot be uploaded to LMS.
8. Students who attempted their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignment (in PDF format) on the University LMS. The file should not exceed 5MB.

Total Marks: 100

Pass Marks MSc:40

Pass Marks BS:50

ASSIGNMENT No. 1

(Units 1–4)

- Q.1 Describe in detail the process of the development of radio broadcasting as an institution till today, with special reference to FM radio stations in Pakistan. (20)

- Q.2 Explain how radio can serve as the largest medium. Elaborate on the potentials and limitations of radio broadcasting. (20)
- Q.3 What are the key characteristics that distinguish radio from other electronic media? (20)
- Q.4 Describe the problems and pressures faced during the preparation and production of radio news. (20)
- Q.5 Elaborate on the following: (20)
1. Prospects and challenges to radio broadcasting in Pakistan
 2. Credibility of radio
 3. Potential and limitations of radio
 4. Interactive radio

Total Marks: 100

Pass Marks MSc:40

Pass Marks BS:50

ASSIGNMENT No. 2

(Units 5–9)

Total Marks: 100

- Q.1 Describe different types of current affairs programs on the radio. How could these programs be made more effective? Give your suggestions. (20)
- Q.2 Explain the concept of “radio audience.” (20)
- Q.3 What is the role of sound effects in radio programs? (20)
- Q.4 Explain the basic structure of a radio station and the functions of its main departments. (20)
- Q.5 Write notes on the following. (20)
1. Radio Drama.
 2. Radio documentary.
 3. Radio Special audience programs
 4. Radio Music Programs