

# **CENTRE FOR DISTANCE EDUCATION**

**Aligarh Muslim University, Aligarh**

**Session 2018-2019**

**Post Graduate Diploma in Language for Advertisement Marketing and Media (PGD-LAMM)**

**What is Language**

**(LM-01)**

**ASSIGNMENT**

**Maximum Marks: 25**

a) Attempt any two questions.

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1. Do you agree with the view that the standard dialect is the dialect that is associated with prestige in the society at large? Discuss.
2. Why oral communication is supposed to be more effective in expressing meaning to an audience? Discuss.
3. Write an essay on linguistic theories about origin of Language.
4. Discuss the difference between formal and informal Language.

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**What is Communication**

**(LM-02)**

**ASSIGNMENT**

**Maximum Marks: 25**

a) Attempt any two questions.

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1. What is Operative communication? Discuss level of its Analysis.
2. Explain 'Verbal Communication' with suitable examples.
3. Describe Shannon & Weaver's Model of Effective Communication.
4. Give a brief account of the theories of cross-cultural communication.

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**Language of Advertising**

**(LM-03)**

## **ASSIGNMENT**

**Maximum Marks: 25**

**a) Attempt any two questions.**

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1. Describe various kinds of communicative Strategies in Advertising with suitable example.
2. Discuss the motion of 'style' in the use of Language with example.
3. Discuss the nature and purpose of Newspaper Advertising. Illustrate with example.
4. Discuss construction of Advertising copy.

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**Language of Media**

**(LM-04)**

## **ASSIGNMENT**

**Maximum Marks: 25**

**a) Attempt any two questions.**

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1. What is the difference between fragmentary sentence and run-on sentence? Discuss with suitable examples.
2. What are the different types of vocabulary used to talk about the internet? Discuss.
3. What is the purpose of news reporting? Explain.
4. Define the term travelogue and discuss its various types

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**Language of Market**

**(LM-05)**

**ASSIGNMENT**

**Maximum Marks: 25**

**a) Attempt any two questions.**

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- 1.** Why facial expressions can be good predictors of what the person you are persuading is thinking? Discuss.
- 2.** Do you agree with the statement that the choice of an international language by a country has huge economic implications? Discuss.
- 3.** Why disagreement is treated as a hard path to take, even when it is clear that products or the facts are often mislabeled and misrepresented? Discuss.
- 4.** What are the economic dimensions that have been identified with regard to Language use? Discuss.

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