

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2020-21

Post Graduate Diploma in Language for Advertisement Marketing and Media

(PGD-LAMM)

What is Language

(LM-01)

Total Marks: 25

a) Attempt any two questions.

1. Write an essay on linguistic theories about origin of language.
2. What do you understand by the term 'Double Articulation'? Discuss its role in language.
3. What do you understand by 'variety of a language'? What are a dialect and an idiolect?
4. Write short notes on any TWO of the following-
 - a) Formal Language
 - b) Slang
 - c) Colloquialism

ASSIGNMENT

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2020-21

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

What is Communication
(LM-02)

Total Marks: 25

a) Attempt any two questions.

1. Write a detailed note on 'Communication'.
2. What are the certain important tips to improve 'Verbal Communication'?
3. What are the different strategies for Effective Communication.
4. What are the different barriers to communication? Explain in detail.

ASSIGNMENT

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2020-21

Post Graduate Diploma in Language for Advertisement Marketing and Media

(PGD-LAMM)

Language of Advertising

(LM-03)

Total Marks: 25

a) Attempt any two questions.

1. Define the term 'Advertising' and discuss its role in Commercial World.
2. What is Outdoor Advertising? Explain its role in advertisement.
3. What are the types of Language used in Advertising?
4. What are the various Motivators that constitute the foundation of any successful advertising copy?

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2020-21

Post Graduate Diploma in Language for Advertisement Marketing and Media

(PGD-LAMM)

Language of Media

(LM-04)

Total Marks: 25

a) Attempt any two questions.

1. What is Journalism? Differentiate between print journalism and electronic journalism.
2. What are the different traditional methods for gathering information for a news story? Discuss.
3. Define the term 'travelogue'. What types of sentences are mostly used in the language of travelogue? Discuss with suitable examples.
4. What is a financial report? Discuss its salient features.

ASSIGNMENT

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2020-21

Post Graduate Diploma in Language for Advertisement Marketing and Media

(PGD-LAMM)

Language of Market

(LM-05)

Total Marks: 25

a) Attempt any two questions.

1. Define the term 'Language of Market'.
2. What is the 'Economics of Language of Market.' Discuss.
3. Write a detailed note on the use of 'Language of Negotiation'.
4. Define the term persuasion? Discuss its role in language of market.

ASSIGNMENT