

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Mass Communication)

Course: Mass Communication Part-I
Code No. (5631)

Semester: Autumn, 2013
Level: M.Sc

INSTRUCTIONS

1. Assignments 1 and 2 cover Units 1-5 and 6-9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of questions of the assignment requires you to be more analytical, therefore, supplement material from the study guides with information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting. Do not simply rehash material from different units of the study guide and from one another is highly discouraged. Writing assignments in your own works and originality of approach will award you maximum marks.

LIST OF CONTENTS

This package comprises the following material:

1. Study guide
2. A helping book “Dynamics of Mass Communication”
3. Assignment 1 and 2
4. Assignment forms 2 sets
5. Schedule for submitting assignments and attending tutorial meetings.

If you find anything missing from the above mentioned material, kindly inform:

The Mailing Officer
Mailing Section
Allama Iqbal Open University
H-8, Islamabad

Best of luck.

(Saadia Anwar Pasha)
(Course Coordinator)

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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".**

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Total Marks: 100

ASSIGNMENT No. 1

(Units 1–5)

- Q.1 Define communication. Elaborate different definitions and purpose of communication and explain its need and importance for society. (20)
- Q.2 Explain Physical and Psychological hurdles of communication, and suggest ways of avoiding these barriers. (20)
- Q.3 Elaborate with example the various types of communication. Also explain different elements involved in communication process. (20)
- Q.4 Explain the theory of Cognitive Dissonance in view of perception, knowledge, ideas and expectations. Also give your own example while explaining these elements. (20)
- Q.5 Do you agree that Social Responsibility theory uphold the principle of check and balance in a society, explain this statement in light of normative theories of mass communication. (20)

ASSIGNMENT No. 2

(Units 6–9)

Total Marks: 100

- Q.1 How could Newspapers mould Public opinion through strategy of Agenda setting? (20)
- Q.2 What are different types of print media? Assess the role played by newspaper in Pakistani society. (20)
- Q.3 Explain the various categories of media audience. Also explain the difference between Radio, TV and newspaper audience. (20)
- Q.4 What are the various mass media effects on society? Explain in detail. (20)
- Q.5 Explain the salient features of folk media. What advantages folk media have cover electronic media? (20)