

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

**Course: Mass Communication Part-II**  
**Code No. (5632)**

**Semester: Autumn, 2013**  
**Level: M.Sc**

**INSTRUCTIONS**

1. Assignments 1 and 2 cover Units 10-14 and 15-18 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 words 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 10–14)**

- Q.1 What is feedback? What are the various forms of feedback in mass communication? What role feedback plays in effective communication? (20)
- Q.2 Write short notes on the following: (20)
- i. Communication satellite
  - ii. Cable television
  - iii. Effects of information technologies
- Q.3 Define intercultural communication. What are the potential hurdles of intercultural communication in your view? (20)
- Q.4 How media can alienate people from their culture? Also identify the factors influencing contents of Mass media? (20)
- Q.5 What do you mean by freedom of communication? What are the main hurdles to freedom of communication? (20)

**ASSIGNMENT No. 2**

**(Units 15–18)**

**Total Marks: 100**

- Q.1 What do you mean by the concept "free flow of information"? How did the non-aligned nations respond to the idea? (20)
- Q.2 What do you mean by the concept of international communication? What are the imbalances that perceived by the Third world countries regarding New Information World Order? (20)
- Q.3 Write an essay on "the freedom of press and social responsibility". Do you think Pakistani press is being socially responsible in its functioning? (20)
- Q.4 Define the term Psychological warfare? What role mass media plays in psychological warfare? (20)
- Q.5 Define research. Discuss why do we research and what methods are generally used in mass Communication research? (20)