

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

**Course: Mass Media and Society–I (5761)**  
**Programme: M. Phil (Mass Communication)**

**Semester: Autumn, 2013**

Dear Student,

Kindly read the following instructions carefully before attempting the assignments:

- Comprehend the textual material given in each chapter of the books carefully and take notes, then write down the answers in your own words. The point wise response will be appreciated.
- Copying from the book will not be appreciated at all.
- Examples from your own society and culture will be a positive impression on your examiner.
- This course carries two assignments.
- Each assignment carries 100 marks.

This package comprises the following materials:

- 1) Text Book
- 2) Assignments 2
- 3) Assignment Forms (two sets)
- 4) Schedule for submitting the assignments

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

***Mailing Officer***  
***Mailing Section***  
***Allama Iqbal Open University,***  
***Sector H-8, Islamabad.***

***Best of luck***

**Prof. Dr. Syed Abdul Siraj**  
**Chairman/Coordinator**

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
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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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Mass Media and Society–I (5761)  
Level: M. Phil Mass Communication

Semester: Autumn, 2013  
Total Marks: 100

**ASSIGNMENT No. 1**

- Q. 1 Discuss political economy of mass media and explain the various elements involved in political economy of media. Give examples from Pakistani perspective. (20)
- Q. 2 Discuss the feminist perspective of media. Explain with examples from the Pakistani context? (20)
- Q. 3 What is postmodernism? Discuss the effects of postmodernism on media and society in general and Pakistan in particular. (20)
- Q. 4 Explain the concept of Public Interest. How far Public Interest media play a vital role in good governance in Pakistan? (20)
- Q. 5 Critically discuss the role of our mass media in democratic process of Pakistan. (20)

**ASSIGNMENT No. 2**

**Total Marks: 100**

- Q. 1 What is social change? What role media can play in changing the society? Write a short explanation with examples from Pakistani settings. (20)
- Q. 2 Discuss media sociology and explain its various element. Give example from Pakistan's context. (20)
- Q. 3 What is media globalization? Also discuss with examples the effects of media globalization on our society. (20)
- Q. 4 Discuss the role of television in bringing cultural changes in the society. Give examples from Pakistani society. (20)
- Q. 5 Write an essay on the Indian and foreign television channels regarding the effects on our culture and society. Explain with examples. (20)