

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

**Course: Development Support Communication (965)**  
**Level: M. Sc.**

**Semester: Autumn, 2013**

**INSTRUCTIONS**

1. Assignments 1 and 2 cover units 1–4 and 5–9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment questions requires you to be more analytical, therefore, supplement material from the study guides with information from other suggested reading. Some of the questions require use of examples from Pakistani perspective/setting. So do not simply rehash material from the study guide verbatim but rely on synthesizing materials from different units of the study in your own language.

**LIST OF CONTENTS**

This package comprises the following material:

1. Study Guide
2. Assignment No. 1 and 2
3. Assignment Forms 2 sets
4. Schedule for submitting the assignments and tutorial meetings.

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

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

Best of Luck

*(Shahid Hussain)*  
Course 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 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**  
**(Unit 1-4)**

- Q. 1 What is development support communication? Differentiate it from development communication and development journalism with suitable examples. (20)
- Q. 2 Elaborate the scope and importance of development support communication in Pakistan. What are the factors for successful DSC? (20)
- Q. 3 What are the sources of change in a society? Also explain the obstacles to change and methods of reducing resistance to change. (20)
- Q. 4 Explain the socio-cultural values and belief system with special reference to Pakistani setting. (20)
- Q. 5 Discuss the salient features of "Dominant Paradigm" and "Alternative Model" for development and suggest with arguments that which model is suitable for Pakistan.(20)

**ASSIGNMENT No. 2**  
**(Unit 5-9)**

- Q. 1 Critically evaluate the use of different print and electronic media for development support communication's activities. (20)
- Q. 2 Discuss the effectiveness of audio-visual media in DSC activities with special reference to Pakistani setting. (20)
- Q. 3 What do you know about the concept of campaign? Also explain in detail the stages of formulating a DSC campaign. (20)
- Q. 4 Explain the need of evaluation in DSC. Also describe various steps involved in evaluating DSC Programmes. (20)
- Q. 5 Discuss the problems and issues being faced by a DSC Manager while launching a DSC campaign in Pakistan. (20)