

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

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: Media Effects Part—I (5763)
Level: M.Phil

Semester: Spring 2014
Total Marks: 100
Pass Marks: 50

ASSIGNMENT No. 1
(Units: 1-4)

- Q No. 1 Explain and elaborate the theory of Agenda Setting. What are its different dimensions? Also highlight the agenda setting role of media with examples from Pakistani setting. (25)
- Q No.2 Describe in detail the major features and concepts of the Cultivation effects hypothesis. Compare research of this tradition with traditional television effects research (25)
- Q No.3 Explain the concepts of Framing and Priming with examples. Also briefly describe Mainstreaming effects. (25)
- Q No.4 What do you understand by Social Cognitive Theory of mass communication? Give examples from our own society. (25)

ASSIGNMENT No. 2
(Units: 5-9)

Pass Marks: 50

- Q No. 1 Discuss and elaborate modeling with reference to your readings of the course contents. Also describe in detail the role of modeling in social diffusion. (25)
- Q No. 2 Describe Elaboration Likelihood Model of Persuasion with examples? Also explain in detail how ELM model works and what is its importance in mass media research. (25)
- Q No. 3 Explain the phenomena of Political Communication research? (25)
- Q No. 4 What is media violence? Describe the effects of televised violence on children's behaviour. (25)