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”.

Course: Mass Communication (2506)  
Semester: Autumn, 2012  
Level: M.Sc Forestry Extension  
Total Marks: 100  
Pass Marks: 40

ASSIGNMENT No. 1  
(Unit 1–5)

Note: All questions are compulsory.

Q.1 Keeping in mind the basic elements of communication, discuss the concept of communication process in the light of communication model. (20)

Q.2 Enlist primary functions of mass communication, and discuss any two of them in detail. (20)

Q.3 What do you know about functional analysis? How media serves audiences by number of ways, explain? (20)

Q.4 Write down two guiding principles of McLuhan’s theories. Enlist also various means of communication. (20)

Q.5 Briefly discuss the scope of print media in Pakistan. Also discuss the causes of its failure in past era. (20)

ASSIGNMENT No. 2  
(Unit 6–9)

Note: All questions are compulsory.

Q.1 Distinguish clearly the two forms of feedback. Describe the general characteristics of feedback. (20)

Q.2 What do you know about agents of socialization? Being a primary source of information, discuss the role of mass media in the transmission of attitudes, perceptions and beliefs. (20)
Q.3 How children constitute a special audience? Is there any reason? Discuss. Also describe the effects of TV advertisements on children perception. (20)

Q.4 Discuss briefly the both positive and negative effects of mass media on social behavior of community. (20)

Q.5 Explore the achievements of electronic media to strengthen educational sector. Suggest also the measures to make it more prosperous in future. (20)