

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

Course: Evolution of Mass Communication Research (6630)

Programm: M.Phil (Mass Communication)

Semester: Autumn, 2012

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 1 & 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

Dr. Bakht Rawan
Course Coordinator

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".**

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Level: M. Phil Mass Communication

Semester: Autumn, 2012

Total Marks: 100

Pass Marks: 50

ASSIGNMENT No. 1

Note: All questions are compulsory and carry equal marks.

- Q. 1 What does mass society mean? How the concept of mass society emerged? What role the concept of mass society played in the development of mass communication research and theory? Do you think the contemporary urban society of Pakistan is a mass society?
- Q. 2 What is meant by Payne Fund Studies? What were the major thematic categories that were investigated in the Payne Fund Studies? List those studies and their major results which were consistent with the assumptions of magic bullet theory as well as those ones which were contradicting it (magic bullet theory). What are the implications of the Payne Fund Studies for communication theory and research?
- Q. 3 What research questions were investigated in "The Invasion from Mars: Radio Panics America"? What research method or methods were used in this study? What were the main findings of this study? In your view what is the importance of these findings in the development of communication theory and methodology?
- Q. 4 Keeping in view the results of the study "The people's choice: the media in a political campaign". Discuss research design of this study. Highlight the major contribution of this study to the development of mass communication theory.

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

Note: All questions are compulsory and carry equal marks.

- Q. 1 What are the main assumptions of the uses and gratifications theory? What were the main questions that Herta Herzog wanted to answer through her study “Audiences for the daytime radio serials? What were the main concepts of this study? What were the main findings of Herzog’s study? What were the implications of this milestone stone study on mass communication research and theory?
- Q. 2 What is adoption of innovation? Why some innovations are adopted while others are rejected? Discuss the role of source, innovation, adopters, and culture in the rate of adoption of some particular innovation.
- Q. 3 Discuss the Dacature study in terms of its: i) objectives, ii) research questions, iii) methodology, and iv) main findings. In your view did this study support the two-step flow model of communication?
- Q. 4 Discuss the study “television in the lives of our children” in terms of: i) rationale of the study, ii) research method used, iii) main variables of the inquiry, iv) results, and v) contribution of the study to the development of communication theory and research.
- Q. 5 Suppose you are conducting a study on exploring the extent and nature of violence in dramas of Pakistani private television channels. Based on your understanding of unit 13 of your book, what will be your research design for the study?