

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

Course: Mass Media and Society–II (5762)
Level: 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

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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".**

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ASSIGNMENT No. 1

- Q. 1 Discuss objectivity in the light of modern media system and operation. Explain with example from Pakistani context in particular and in the world in general. **(20)**
- Q. 2 Discuss media professionalism and explain the factors affecting media professionalism. **(20)**
- Q. 3 What do you mean by the concept of 'Representation' in the modern mass media? Give examples from Pakistani settings. **(20)**
- Q. 4 Explain the concepts and methods of "Reception" in communication. Give examples from Pakistani society. **(20)**
- Q. 5 Explain the concept of media commercialism with examples. **(10)**
- Q. 6 Explain the Market-driven journalism and its effects on the society. Explain with examples. **(10)**

ASSIGNMENT No. 2

- Q. 1 Explain the issue of gender in Mass Media, highlighting on emancipation of female audiences and the dispersion of women. **(20)**
- Q. 2 Write notes on the following: **(20)**
 - a) The instability of gender in media consumption.
 - b) The prison House of gender.
 - c) Role of mass media in political and cultural change.
- Q. 3 Discuss the role of Disney Universe in changing the media entertaining industry? Also write notes on the classic Disney Formula and Disney audience survey researches. **(20)**
- Q. 4 To what extent the mass media dominates the way in which we think about the world? In this context, discuss the concepts of representation and popular culture with examples. **(20)**
- Q. 5 Being a public sector media, discuss the role of PTV in the promotion of education and socialization. **(20)**