

**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 ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: Evolution of Mass Communication Research
Level: M. Phil**

**Semester: Autumn 2013
Total Marks: 100
Pass Marks: 50**

ASSIGNMENT No. 1

Note: All questions are compulsory and equal marks.

- Q. 1 Define mass society and explain its major characteristics. Discuss how did the theory of mass society influence mass communication theory and research?
- Q. 2 Give an overview of the Payne Fund studies. Which of the Payne Fund studies were more consistent to the magic bullet theory and which were the studies that were proved to be contradictory to the assumptions of the magic bullet theory?
- Q. 3 List how the research questions that were investigated in the study 'the invasion from Mars: radio panics America. Also write down findings of the aforementioned study. Describe the role of this study, if any, in the evolution of mass communication research and theory?
- Q. 4 What variables were examined in "audiences for daytime radio serials: uses and gratifications"? Give main results of this study, and also highlight contribution of this study in the development of mass communication theory.

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

Note: All questions are compulsory and equal marks.

- Q. 1 Discuss the Dacature study in terms of: (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. 2 Explain the rationale of undertaking the study “Television in the Lives of Our Children”. What research questions were investigated in this study? Also highlight the research method, main variables, and major results of the this study.
- Q. 3 What is meant by the agenda-setting role of the mass media? How the concept of agenda-setting evolved? What was the rationale of undertaking the Charlotte study?
- Q. 4 Suppose you are conducting a study on exploring the extent and nature of violence in television dramas of some private television channel of Pakistan such as Hum TV, Geo Entertainment, etc. Based on your understanding of chapter 13 of your book, suggest a design for the study.

