

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
(Department of Agricultural Sciences)

**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)  
Level: M.Sc. Forestry Extension

Semester: Autumn, 2013  
Total Marks: 100  
Pass Marks: 40

**ASSIGNMENT No. 1**  
(Units: 1–5)

*Note: All questions are compulsory and carry equal marks.*

- Q. 1 What does Mass Communication means? How would you explain the primary functions of mass communication? Discuss briefly. (20)
- Q. 2 Media serve audiences in wide variety of ways. Justify it with your comments. (20)
- Q. 3 Give your views about political socialization and agenda setting. Explain the two guiding principles of McLuhan's theories regarding media and messages. (20)
- Q. 4 Discuss about the current status of print mass media in Pakistan. Also highlight the main causes of its failure in past era. (20)
- Q. 5 Enlist six normative media theories about its structure and performance. Discuss briefly any one of them. (20)

**ASSIGNMENT No. 2**  
(Units: 6–9)

**Total Marks: 100**

**Pass Marks: 40**

*Note: All questions are compulsory and carry equal marks.*

- Q. 1 Discuss briefly about the common forms of feedback in radio and sound recording. Also explain the general characteristics of feedback system. (20)
- Q. 2 Define socialization. Describe the role of media in socialization with your own words? (20)

- Q.3 How mass communication channels function in the distribution of news and information? Discuss the potential influence of mass media on agenda setting. Explain briefly. **(20)**
- Q.4 How would you explain the effects of mass media on social behavior? Express your views with examples. **(20)**
- Q.5 Explain the future potential of electronic media in our society. Discuss its flaws and benefits with your own words. **(20)**

