

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

Course: Development Support Communication (965)
Level: M. Sc.

Semester: Autumn, 2012

INSTRUCTIONS

1. Assignments 1 and 2 cover units 1–4 and 5–9 respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment questions requires you to be more analytical, therefore, supplement material from the study guides within information from other suggested readings. Some of the questions require use of examples from Pakistani perspective/setting. So do not simply rehash materials from the study guide verbatim but rely on synthesizing materials from different units of the study in your own language.

LIST OF CONTENTS

This package comprises the following material:

1. Study Guide
2. Assignments 1 and 2
3. Assignment Forms 2 sets
4. Schedule for submitting the assignments and tutorial meetings.

Note: If you find anything missing from the above mentioned material, kindly inform:

The Mailing Officer
Mailing Section
Allama Iqbal Open University
Sector H-8, Islamabad

Best of Luck

(Shahid Hussain)
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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ASSIGNMENT No. 1
(Units: 1–4)

Note: All questions are compulsory.

- Q. 1 What is the difference among the terms development communication, development support communication and development journalism. **(20)**
- Q. 2 Write notes on the following: **(20)**
 - i) Factors influencing change
 - ii) Obstacles to change
 - iii) Reducing resistance to change
- Q. 3 Elaborate the concept of rural culture. What media strategy would you select for diffusing of an agricultural innovation? Discuss. **(20)**
- Q. 4 Explain the concept and historical perspectives of dominant paradigm. Also discuss the criticism made against the dominant paradigm. **(20)**
- Q. 5 Discuss the salient features of Alternative Model for development. How did it come into being? Also narrate the salient features of the model. **(20)**

ASSIGNMENT No. 2
(Units: 5–9)

Total Marks: 100

- Q. 1 Elaborate the effectiveness of audio-visual media in DSC activities with special reference to Pakistani setting? **(20)**
- Q. 2 Discuss the role of the Print Media in Development Support Communication in a rural setting. **(20)**
- Q. 3 Explain the concept of campaign and describe in detail three stages of formulating a campaign. **(20)**
- Q. 4 What is an evaluation? Explain the need of evaluation in DSC. Also describe various steps involved in evaluating DSC Programmes. **(20)**
- Q. 5 What are the problems and issues being faced by a DSC Manager while launching DSC campaign in Pakistan? **(20)**