

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: Communication Theories (Part-I) (5635)
Level: M. Sc (Mass Communication)

Semester: Spring, 2014
Total Marks: 100

ASSIGNMENT No. 1
(Units: 1-4)

Note: Attempt all questions.

- Q. 1 Define theory. Why do we need scientific theories? What are those communication theories which are dealing with concerns of media users? Do you think the recent changes in media require more relevant theories for explanation the media landscape? **(25)**
- Q. 2 Define science? Explain how scientific method is different from other ways of knowing? **(25)**
- Q. 3 What is a model? What are the functions of a model? What are criteria for evaluation of a model? Evaluate Lasswell's model and Shramm model by using the criteria of evaluation of a model. **(25)**
- Q. 4 Define perception. What are those factors that influence perception? **(25)**

ASSIGNMENT No. 2
(Units: 5-9)

Total Marks: 100

Note: Attempt all questions.

- Q. 1 Define encoding? What are those characteristics of language which make encoding difficult in communication? **(20)**
- Q. 2 What is propaganda? Discuss propaganda devices with your own examples. **(20)**
- Q. 3 What does readability research deal with? What is the importance of readability research? Discuss the history of readability measurement. **(20)**
- Q. 4 Discuss dissonance theory in the context of information seeking and avoidance? **(20)**
- Q. 5 What is persuasion? How attitude can be changed? **(20)**