

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, 2012
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Unit 1–5)

Note: All questions are compulsory.

- Q.1 Keeping in mind the basic elements of communication, discuss the concept of communication process in the light of communication model. (20)
- Q.2 Enlist primary functions of mass communication, and discuss any two of them in detail. (20)
- Q.3 What do you know about functional analysis? How media serves audiences by number of ways, explain? (20)
- Q.4 Write down two guiding principles of McLuhan's theories. Enlist also various means of communication. (20)
- Q.5 Briefly discuss the scope of print media in Pakistan. Also discuss the causes of its failure in past era. (20)

ASSIGNMENT No. 2
(Unit 6–9)

Total Marks: 100

Pass Marks: 40

Note: All questions are compulsory.

- Q.1 Distinguish clearly the two forms of feedback. Describe the general characteristics of feedback. (20)
- Q.2 What do you know about agents of socialization? Being a primary source of information, discuss the role of mass media in the transmission of attitudes, perceptions and beliefs. (20)

- Q.3 How children constitute a special audience? Is there any reason? Discuss. Also describe the effects of TV advertisements on children perception. (20)
- Q.4 Discuss briefly the both positive and negative effects of mass media on social behavior of community. (20)
- Q.5 Explore the achievements of electronic media to strengthen educational sector. Suggest also the measures to make it more prosperous in future. (20)