

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-II) (5636)
Level: M. Sc (Mass Communication)

Semester: Spring, 2014
Total Marks: 100

ASSIGNMENT No. 1
(Units: 10–13)

Note: Attempt all questions.

- Q. 1 How do groups we belong to influence our mass communication behavior? (25)
- Q. 2 How does an innovation spread through a social system? (25)
- Q. 3 Does the press set audience agenda? (25)
- Q. 4 What is knowledge – gap hypothesis? (25)

ASSIGNMENT No. 2
(Units: 14–18)

Total Marks: 100

Note: Attempt all questions.

- Q. 1 Explain George Gerbner's cultivation theory. (20)
- Q. 2 Discuss the spiral of silence theory. (20)
- Q. 3 What does the uses and gratifications theory say? On which grounds scholars criticize the uses and gratifications theory? (20)
- Q. 4 Discuss the role of mass media in the modern world. (20)
- Q. 5 What are the major national and international media chains? In which ways chain ownership affects media content and the public sphere? Discuss. (20)