

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".**

Course: Media Effects Part-II (5764)

Semester: Spring 2014

Level: M.Phil

Total Marks: 100

Pass Marks: 50

ASSIGNMENT No. 1

(Units: 10 —13)

- Q No. 1 Explain advertising and its effects on society. Elaborate your answer with suitable examples from Pakistani setting. (25)
- Q No.2 Define public communication campaigns and methods with examples. How practitioners can improve the likelihood of these campaigns? Discuss. (25)
- Q No.3 Discuss in detail how do media context and media scheduling mediate advertising effects. Strengthen your answer with arguments and examples. (25)
- Q No.4 Keeping in view the findings of the chapter 'Personal and Public Health' describe the effects of Media on personal and public health. (25)

ASSIGNMENT No. 2

(Units: 14-16)

Total Marks: 100

Pass Marks: 50

- Q No. 1 Elaborate the difference between uses and Gratifications, research and traditional media effects research. What criticisms have been raised on early uses and gratifications' studies and how the contemporary studies tried to address the criticism? (25)
- Q No.2 State the various variables and concepts of Entertainment as Media effect? (25)
- Q No.3 Discuss the social aspects of new media technologies? How these technologies are influencing social relations in our society. (25)
- Q No. 4 Write detailed notes on the following:
1. Audience Activity and Media Orientations
2. Dependency, Alternatives and Interaction
3. Uses and Effects Model (25)