

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: Influences on Mass Media Content (6635)
Level: M.Phil

Semester: Spring 2014
Total Marks: 100
Pass Marks: 50

ASSIGNMENT No. 1

(Units: 1-4)

Note: Attempt all questions.

- Q No. 1 What do you understand by traditional focus of research in mass communication? What reasons do Shoemaker and Reese give for such a research focus? Discuss in your own words. (25)
- Q No.2 Define Media Sociology? Summarize major theoretical perspectives used in studying media content and discuss conceptual and methodological tools used by researchers in studying media content? (25)
- Q No.3 What patterns of content portrayal have been identified by the research in various studies of media content and what conclusion, do you think, the researchers have derived from their patterns of media content. (25)
- Q No.4 Individual media workers and media routines' factors may have an impact on media content. Discuss these influences with examples from Pakistani setting. (25)

ASSIGNMENT No. 2
(Units: 5-9)

Pass Marks: 50

Note: Attempt all questions.

- Q.No. 1 Write a detailed note on the influence of extra-organizational factors on media content. To What extent, in your view, each of these factors influence media content in Pakistan? (25)
- Q No. 2 Explain the ideological factors influencing media content. Elaborate your answer with the factors as identified by Shoemaker and Reese. Do you see any ideological influence on media content in Pakistan? (25)
- Q No. 3 Write an essay on the importance of research on media content. How content and effects studies improve our understanding of the role of mass media in society. (25)
- Q No. 4 Critically evaluate prepositions and hypotheses about influences on media content as set out by Shoemaker and Reese. To what extent, in your opinion, these prepositions explain media content in Pakistani media? Give reasons in support of your opinion. (25)