

ALLAMA IQBAL OPEN UNIVERSITY

(Department of Mass Communication)

Course: Process & Effects of Mass Communication-I

Course Code: 9270

Semester: Autumn 2026

Level: BS

INSTRUCTIONS

1. Assignments No.1 and No.2 cover units 1-5 and 6-9, respectively.
2. Each assignment carries 100 marks.
3. Write the assignments in your own words.
4. Since the nature of assignment questions requires you to be more analytical, therefore, supplement material from the study guides with information from other suggested readings. Some of the questions require the use of examples from a Pakistani perspective/setting, so do not simply rehash material from the study guide verbatim, but rely on synthesizing materials from different units of the study guides in your own language.

Best of Luck

(Dr. Shahid Hussain)
Course Coordinator

ALLAMA IQBAL OPEN UNIVERSITY
(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".**

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Please read the following instructions for writing your assignments. (AD, BS, BEd, MA/MSc, MEd) (ODL Mode).

1. All questions are compulsory and carry equal marks, but within a question, the marks are distributed according to its requirements.
2. Read each question carefully and then answer it according to the requirements of the question.
3. Also, avoid irrelevant discussion/information and reproducing from books, study guides, or allied material.
4. Your analysis and synthesis will be appreciated. Please write in your own words after reading the study guide and the related allied material.
5. Handwritten scanned assignments are not acceptable.
6. Upload your typed (in Word or PDF format) assignment before the due date.
7. Late assignments cannot be uploaded to LMS.
8. Students who attempted their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignment (in PDF format) on the University LMS. The file should not exceed 5MB.

Total Marks: 100

Pass Marks :50

ASSIGNMENT No. 1
(Units: 1–5)

- Q.1 What do you know about communication? Explain the various types of communication with examples. (20)

- Q.2 Explain the physical and Psychological hurdles of communication and suggest ways of avoiding these barriers. (20)
- Q.3 Elaborate on the different elements involved in the communication process? (20)
- Q.4 Explain the theory of Cognitive Dissonance in view of perception, knowledge, ideas, and expectations. Also, give your own examples while explaining these elements. (20)
- Q.5 How does the media set the public agenda? Explain with the help of some theoretical arguments and examples. (20)

Total Marks: 100

Pass Marks :50

ASSIGNMENT No. 2
(Units: 6–9)

- Q.1 What are the different types of print media? Assess the role played by newspapers in Pakistani society. (20)
- Q.2 How does mass media affect attitudes and behavior? (20)
- Q.3 Write comprehensive notes on the Cultivation Theory and Diffusion of Innovations. (20)
- Q.4 What are the various categories of audience? Also, explain the importance of the audience in effective communication. (20)
- Q.5 Explain the concept of the Spiral of Silence with the help of suitable examples. (20)