**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 THE 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 THE “AIOU PLAGIARISM POLICY”.**

## Course: Development Support Communication (9272) Semester: Spring, 2025

## Level: BS

## 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 the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guides, or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MP.

Total Marks: 100 Pass Marks: 50

**Assignment No1**

**(Unit: 1-4)**

Q.1 Make a comparison between Development Communication (DC), and Development Journalism (DJ). (20)

Q.2 Enumerate the factors that account for the success of Development Support Communication (DSC). (20)

Q.3 Discuss the levels and sources of change in the backdrop of Development Support Communication (DSC). (20)

Q.4 How does change face resistance? How can we address resistance to change? Suggest. (20)

Q.5 Write notes on the following: (20)

1. Criticism raised against the Dominant Paradigm of Development
2. Salient Features of the Alternative Paradigm of Development

Total Marks: 100 Pass Marks: 50

**Assignment No 2**

**(Unit: 5-9)**

Q.1 What are the different forms of print media that are used for DSC? Enlist and explain. (20)

Q.2 Highlight the importance of Audio-Visual Media for a successful DSC. (20)

Q.3 How is a DSC Campaign planned and executed? Discuss. (20)

Q.4 What is meant by evaluation? Describe its various types, and mention steps involved in evaluating a DSC Campaign. (20)

Q.5 Write comprehensive notes on the following: (20)

1. Political Problems Faced by DSC Planners
2. Importance of Static Media for DSC in Rural Areas