ALLAMAIQBALOPENUNIVERSITY, ISLAMABAD

**(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 ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN THE “AIOU PLAGIARISM POLICY”.**

## Course: Process & Effects of Mass Communication Part-II (9271)

## Level: BS (Mass Communication) Semester: Spring, 2025

 **Credit Hours: 03**

## Please read the following instructions for writing your assignments. (AD, BS, B. Ed, 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 guide 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 5MB.

**Total Marks: 100 Pass Marks: 50**

**ASSIGNMENT No.1**

**(Units: 10–14)**

Q. 1 Explain forms of Feedback. Explain the process of collecting and receiving Feedback criteria. (20)

Q. 2 Define intercultural communication. Discuss the major barriers that hinder effective intercultural communication. (20)

Q. 3 In what ways have communication technologies, such as satellite systems, contributed to transforming the world into a global village (20)

Q. 4 **What are the primary factors that obstruct the freedom of communication? Discuss how these barriers can impact media and communication in society.**

 (20)

Q. 5 What concerns have the Third World countries raised regarding the Free Flow of Information? How do these concerns influence their stance on international communication? (20)

**Total Marks: 100 Pass Marks: 50**

**ASSIGNMENT No.2**

**(Units: 15–18)**

Q. 1 Define international communication. Why is it important in the context of globalization? (20)

Q. 2 Explain the major points of MacBride Communication by focusing on Many voices in one world. (20)

Q. 3 Discuss the different types of propaganda used in psychological warfare. Explain the methods and techniques employed to influence public opinion through propaganda. (20)

Q. 4 **Define psychological warfare. Discuss its aims, objectives, and historical evolution. How has psychological warfare been employed in global conflicts?** (20)

Q. 5 Discuss the research concept and explain the various types of research. (20)