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-I (9270)

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

## 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: 1–4)**

Q. 1 What are the essential elements involved in the communication process, and how do they impact effective communication? (20)

Q. 2 Describe physical and psychological hurdles of communication. Suggest ways of avoiding these barriers. (20)

Q. 3 Explain the Cultivation Theory and its relevance to the way media affects societal perceptions over time. (20)

Q. 4 How does the Shannon and Weaver Model of Communication explain the transmission of messages? (20)

Q. 5 Discuss the concept of the diffusion of information in mass communication. Explain the key stages of the diffusion process and the factors that influence how information spreads within a society. (20)

**ASSIGNMENT No.2**

**(Units: 5–9)**

**Total Marks: 100**

**Pass Marks: 50**

Q No 1. Explain the concept of Media Hegemony and its effects on societal power dynamics. (20)

Q No 2 How does the Spiral of Silence Theory explain how individuals may conform to public opinion due to fear of isolation? (20)

Q No 3 How do radio and television function as time-organized media, and what advantages do they offer for effective communication? (20)

Q No 4 What are the unique characteristics of folk media, and how do they contribute to cultural communication? (20)

Q No 5 Identify and explain the different categories of media audiences and What criteria should be considered to ensure effective feedback in mass communication. (20)