

ALLAMA IQBAL OPEN UNIVERSITY

Level	PG	Semester	Autumn, 2021
Paper <i>structure</i> <i>stuc</i>	Language Skills and Communicative Abilities (0964)	Time Allowed	03 Hours

NOTE: ATTEMPT ANY FIVE QUESTIONS. ALL CARRY EQUAL MARKS.

Q. No.	Questions	Marks
Q.No.1	What do you understand by communicative ability? Describe different structural features of the language.	20
Q.No.2	Explain newspaper Editorial. Also write a brief editorial note on "Political Awareness through social media in Pakistan".	20
Q.No.3	Define Prepositions. What are different types of prepositions? Explain with examples.	20
Q.No.4	Elaborate the salient features of journalistic writing with suitable examples.	20
Q.No.5	Highlight the significance and characteristics of Reading and Writing in linguistic communication.	20
Q.No.6	What are non-finite verb forms? Thoroughly discuss their functions.	20
Q.No.7	Describe the guidelines for writing high frequency news stories.	20
Q.No.8	Explain the mechanics of precis writing with practical examples.	20

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Level	PGD/M.Sc	Semester	Autumn
Paper	Development Support Communication (965)	Time Allowed	03 Hour
NOTE: ATTEMPT ANY FIVE QUESTIONS.			
Q. No.	Questions	Marks	
Q.No.1	Compare Dominant and Alternative Paradigms of Development.	20	
Q.No.2	Differentiate between Development Support Communication (DSC) and Development Communication (DC).	20	
Q.No.3	How socio-cultural values and belief-system do affect change?	20	
Q.No.4	Discuss the need and importance of static media for making DSC a successful phenomenon.	20	
Q.No.5	Write down methods and strategies for designing a plan for successful Development Support Communication (DSC) campaign.	20	
Q.No.6	Write down steps involved in the process of evaluation.	20	
Q.No.7	How political problems do affect Development Support Communication (DSC)?	20	
Q.No.8	Elaborate following. I. Evolution of Development II. Development Journalism III. Levels of change	20	

ALLAMA IQBAL OPEN UNIVERSITY



Level	M.Sc/PGD	Semester	Autumn 2021
Paper	Mass Communication - I (5631)	Time Allowed	03 Hours

NOTE: ATTEMPT ANY FIVE QUESTIONS.

Q. No.	Questions	Marks
Q.No.1	Define communication. Elaborate different elements of communication?	20
Q.No.2	Explain the various types of communication with examples.	20
Q.No.3	Explain Physical and Psychological hurdles of communication? And suggest ways of avoiding these barriers.	20
Q.No.4	Write notes on followings 1. Media Hegemony 2. Gate Keeping	20
Q.No.5	How could Newspapers mould Public opinion through the strategy of Agenda setting?	20
Q.No.6	What is Spiral of Silence? How does it affect the public opinion? Explain with examples from Pakistani society.	20
Q.No.7	Explain the various categories of media audience. Also explain the difference between Radio, TV and newspaper audience.	20
Q.No.8	What are different types of print media? Which one is most effective in Pakistani society?	20

ALLAMA IQBAL OPEN UNIVERSITY



Level	M.Sc	Semester	Autumn 2021
Paper	Mass Communication -II (5632)	Time Allowed	03 Hours

NOTE: ATTEMPT ANY FIVE QUESTIONS.

Q. No.	Questions	Marks
Q.No.1 /	Feedback system is determined by channels and messages. Explain it in the light of audience's response to various Mass Media.	20
Q.No.2	Does mass media play any role in building public opinion? Explain with suitable example.	20
Q.No.3 /	Define the term Culture, Communication. How media can alienate people from their culture?	20
Q.No.4 /	Elaborate the impact of modern technology on mass communication. In this perspective discuss satellite, cable television, teletext, videotext, and telematics.	20
Q.No.5	Describe the kinds, methods and techniques of propaganda.	20
Q.No.6	Explain the concept of "Global Village" in detail. How is it affecting our society?	20
Q.No.7	Do you think Pakistani media is Free? Explain with arguments.	20
Q.No.8 /	Define research and its characteristics. What different research designs are used in conducting research?	20

ALLAMA IQBAL OPEN UNIVERSITY



Level	M.Sc	Semester	Autumn 2021
Paper	Media Ethics & Laws-I (6603)	Time Allowed	03 Hours

NOTE: ATTEMPT ANY FIVE QUESTIONS.

Q. No.	Questions	Marks
Q.No.1	How did media laws and ethics develop over the period of time in the sub-continent and especially in Pakistan? Discuss.	20
Q.No.2	While covering politics, what ethical issues must be kept in consideration? Explain.	20
Q.No.3	Explain the privacy practices in Pakistan with suitable examples.	20
Q.No.4	What is the Web journalism? Elaborate different ethical guidelines for it.	20
Q.No.5	Why is photo journalism important? Draw some ethical guidelines for photo journalism.	20
Q.No.6	Highlight the women portrayal in print and electronic media in ethical perspectives.	20
Q.No.7	Provide some ethical guidelines in the light of Quran and Sunnah.	20
Q.No.8	Elaborate the global journalism ethics.	20

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Level	M.Sc	Semester	Autumn 2021
Paper	Media Ethics & Laws-II (6604)	Time Allowed	03 Hours

NOTE: ATTEMPT ANY FIVE QUESTIONS.

Q. No.	Questions	Marks
Q.No.1	What is programming mix? Explain in the light of programming standards set by the PEMRA.	20
✓ Q.No.2	Elaborate PEMRA Rules. Also discuss the code of ethics for electronic media in Pakistan devised by PEMRA.	20
Q.No.3	Mention the criteria for acquiring a television channel license in Pakistan.	20
✓ Q.No.4	Write down ethical issues of public relations. Give example from local settings.	20
Q.No.5	Discuss freedom of expression. Critically analyze it with the privacy rights.	20
Q.No.6	Discuss print media ethics especially for reporting and editing the news stories.	20
✓ Q.No.7	Explain the Law of Defamation and Contempt of Court in Pakistan.	20
✓ Q.No.8	Define and explain the following: a. PEMRA Council of Complaints b. Landing Rights	20