



*Department of Mass Communication*  
*Virtual University of Pakistan*

**SEMESTER FALL 2018**

**ASSIGNMENT No.1**

**MARKS: 15**

**TOPIC**

**Communication**

**Learning Objectives:**

- To develop the understanding of Communication.
- To develop the creative skills.

Development communications are planned efforts to use communications processes and media to bring social and economic developments, mostly in developing countries. The development issues like environment, population, health, empowerment of women and child rights, do not feature well in the Pakistani media as per the analysis that published in Political Economy section of The News on Sunday (June 8, 2003).

**Task:**

Read the regular news sections of 3 newspapers of the mainstream dailies for 15 days and come up with the number of stories covered in Basic Necessities/Water, health/population and environment sections. You are also required to analyze the outcomes considering the attitude of these publications towards covering these viable development problems.

Publications	Basic Necessities/Water	Environment	Health/Population	Total
Dawn				
Express Tribune				
The News				

**Marks: 15**

**Learning outcomes:**

Students will be able to:

- Analyze the role of development communication
- Identify the steps involved in Development communication

- **Note:** Copied material will be graded “Zero”.

<b>Schedule</b>	
<b>Opening Date and Time</b>	<b>December 6, 2018 12:01 A.M. (Mid-Night)</b>
<b>Due Date and Time</b>	<b>December 11, 2018 At 11:59 P.M. (Mid-Night)</b>

**Note:** Only in the case of Assignment, *24 Hrs extra / grace period* after the above mentioned due date is usually available to overcome uploading difficulties which may be faced by the students on last date. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

**Important Instructions:**

Please read the following instructions carefully before attempting the assignment solution.

**Deadline:**

- **Make sure that you upload the solution file before the due date. No assignment will be accepted through e-mail once the solution has been uploaded by the instructor.**

**Formatting guidelines:**

- Use the font style “Times New Roman” and font size “12”.
- It is advised to compose your document in MS-Word 2003.
- Use black and blue font colors only.

**Solution guidelines:**

- Use APA style for referencing and citation. For guidance search “APA reference style” in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsenl/apa/APA01.html>
- Every student will work individually and has to write in the form of an analytical assignment.
- Give the answer according to question, there will be negative marking for irrelevant material.
- For acquiring the relevant knowledge don't rely only on handouts but watch the video lectures and use other reference books also.

**Rules for Marking:**

Please note that your assignment will not be graded or graded as Zero (0) if:

- It has been submitted after due date
- The file you uploaded does not open or is corrupt