Department of Mass Communication
Virtual University of Pakistan   <u>Fall 2018</u>

ASSIGNMENT NO.1   **MARKS: 15**

TOPIC

Propaganda

Learning Objectives:

- To develop analytical ability to analyses the theories of mass communication.

- To enhance the need of critical observation among students as they are future professionals.

Propaganda in the broadest sense is the technique of influencing human action by the manipulation of representation. This representation may take spoken, written or pictorial form following are the types of propaganda.

     a. Black propaganda
     b. White propaganda
     c. Grey propaganda

Movies are a great source to entertain and enlighten of its audience on any socio political and cultural issue. Movies are not only to entertain its viewers but also build an opinion on that issue through its story and characters. Bollywood industry produced many famous movies and used this medium to do propaganda against Pakistan/Muslims.

Question: 01

Your task is to identify the mentioned above types of propaganda has been done by the Indian film Industry against Muslims/Pakistan in these Movies of **"Padmavat"** & "**Baji rao Mastani**" and also give analysis of these movies not more than **70-100 words**.

       (Marks: 10)

Question: 02

Explain the given term briefly with examples:

a.   **Testimonial**

b.   **Card stacking on**

(**Marks: 5**)

Learning Outcomes:

- Students will be able to critically analyze the theory of Propaganda.
- Students will be able to analyze the functioning of media theories in Media Content.

Note: Copied material will be graded "Zero".

Schedule	
Opening Date and Time	November 29th , 2018 At 12:01 A.M. (Mid-Night)
Due Date and Time	December 5th ,2018 At 11:59 P.M. (Mid-Night)

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