**Subject: Introduction to Communication Time Allowed: 04hr**

**Instructor: Mehboob Alam Total Marks: 50**

**Final Term Assignment**

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Q: 1.Differentiate between mass media and social media with emphasis on nature of communication from these mediums.

Q: 2.What are groups and their strengths? Also discuss the key features of organizational communication.

Q: 3. Discuss Argyle (1972) list of ten codes and the sort of meanings they convey in your own simple words.

Q: 4.What is leadership and what are its different styles? Discuss leadership communication in detail.

Q:5. What is Rhetoric? Discuss its evolution and development.

**GUIDELINES/CRITERIA**

In order to better dispensate the responsibility, follow the below stated rules.

* Must write name, ID on top left corner before writing your answers.
* Try to comprehend each question properly by reading at least twice, underlining the demanded variables etc.
* Make a rough sketch/blue-print of your answer, before writing formally.
* Answer must be in a logical order. Like first introduce the term, phenomenon in the question, then define/give multiple definitions, then discuss/explore the topic from various angles and finally commentary/conclusion or what your views are, what can be drawn from your discussion.
* Supplement your answer with examples wherever required.
* Properly reference your writing. (in-text referencing).
* And don’t be narrow mouthed. All these efforts are to refine your skills and qualities.

ALL THE BEST! STAY HOME, STAY SAFE

MEHBOOB ALAM