000785

PRN:		Course Code :	UJM 502

Third Year **B.A.JMC** End Semester Examination Winter 2024

Mass Communication Theory

Day and Date: Thu 21 NOV 2024 Max Marks: **100**

Time : 10:30AM To 01:30PM Duration: **03** hrs

Instructions: All questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Attempt the following**			
a)	Grasping the impact of new media technology on mass media. Explain with suitable example.	08	1	1
b)	Elaborate mass communication. Explain the different types of communication with suitable example.	08	1	1
	OR			
b)	How do modern technologies like social media platforms challenge or complement traditional media forms like print and broadcast?	08	1	1
Q.2	**Attempt the following**			
a)	What is Selective Perception and Exposure Theory, and how does it describe the process by which individuals choose the media they consume?	08	2	2
b)	What is the Hypodermic Needle Theory and how does it describe the effect of mass media on audiences?	08	2	2
	OR			
b)	How does Individual Difference Theory explain why different people react differently to the same media message?	08	2	2
Q.3	**Attempt any two from the following**			
a)	Elaborate agenda setting theory. Can you provide an example of a major news event or issue that became prominent because of media agenda setting?	08	3	3
b)	What is Cultivation Theory, and how does it explain the long-term effects of media exposure on audiences' perceptions of reality?	08	3	3
c)	How does the Two-Step Flow Theory account for the varying influence of media across different social groups?	08	3	3
Q.4	**Attempt any two from the following**			
a)	What is the Free Press Theory, and how does it advocate for the role of the media in society?	08	4	4
b)	In what ways does the Authoritarian Theory limit freedom of expression, and what are the implications for public access to information?	08	4	4
c)	Illustrate Social responsibility theory. What are the key viewpoints of social responsibility theory?	08	4	4
Q.5	**Attempt any Two of the following**			
a)	In what ways does Communist Media Theory view the media as a tool for ideological education and the promotion of socialist values?	09	5	5
b)	How do mass communication theories help us understand the impact of media on public opinion and behavior?	09	5	5
c)	What role does media play in educating citizens and promoting health, education, and agriculture according to Development Communication Theory?	09	5	5
Q.6	**Attempt any Two of the following**			
a)	What historical context or events contributed to the development of Mass	09	6	6

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Society Theory, particularly in the early 20th century?

b)	Can you analyze a recent mass communication campaign (e.g., public health, political, environmental) and discuss its effectiveness and impact?	09	6	6
c)	In what ways does theories examine the role of media in perpetuating or challenging existing power structures in society?	09	6	6

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