

Reg. No

Name

22P335

M. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022

SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION

COURSE : 21P3MCJT12 : MASS COMMUNICATION THEORIES

(For Regular - 2021 Admission)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. What is agency? (U)
2. What is fourth estate? (U)
3. What is post positivism? (U)
4. What is critical theory? (U)
5. Can freedom of press be absolute? (U)
6. What is normative theories? (U)
7. What is monopolies of knowledge ? (U)
8. Define the concept of theory. (A)
9. What is narcotizing of media? (U)
10. Top down approach of media (U)

(1 X 8 = 8)

PART B

Answer any 6 questions

Weights: 2

11. Communication is contextual. Comment. (U)
12. What defines mass communication? (U)
13. What is media materialist approach? (U)
14. What people expect from media during the time of crisis? Discuss (U)
15. What is an example of two-step flow theory? (U)
16. What are the major components of the two-step flow model? (U)
17. Discuss the neo marxist view on media. (U)
18. What are the major assumptions of the spiral of silence theory? (U)

(2 x 6 = 12)

PART C

Answer any 2 questions

Weights: 5

19. What are the problems of the libertarian theory of the press? (R)
20. Discuss anout the immediate effects of media with suitable examples. (An)

21. Explain the agenda setting theory. (An)
22. Explain the features of the theories developed in the era of cultural criticism. (An)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;