

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P3MCJT12 : MASS COMMUNICATION THEORIES***(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

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| 1. | What is ideology? | (U) |
| 2. | What is media agenda?' | (U) |
| 3. | What are the two major components of Gerbner's Theory? | (U, CO 2, CO 3, CO 4) |
| 4. | What is meant by monopolisation in the media? | (U, CO 2, CO 4) |
| 5. | What are the functions of a good theory? | (U, CO 1) |
| 6. | What makes the information flow successful? | (U) |
| 7. | What are the four dimensions of objectivity? | (U, CO 4) |
| 8. | Define epistemology. | (U, CO 5) |
| 9. | Can freedom of press be absolute? Why? | (U, CO 1, CO 2) |
| 10. | What is meant by cultural difference theme in media theory? | (An, CO 1, CO 2, CO 3) |
| | | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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| 11. | What is neo marxism? | (U) |
| 12. | What are the advantages and limitations of freedom of press? | (U, CO 2, CO 4) |
| 13. | What are the importance of two-step flow theory in public relation? | (U) |
| 14. | What are the major criticisms of uses and gratification theory? | (U) |
| 15. | Write a note on the era of cultural criticism. | (U, CO 2, CO 3) |
| 16. | What is an example of two-step flow theory? | (U) |
| 17. | Write a note on the origins of propaganda analysis. | (U, CO 1, CO 2) |
| 18. | Explain the features of social responsibility theory in detail. | (An, CO 2, CO 4) |
| | | (2 x 6 = 12) |

PART C**Answer any 2 questions****Weights: 5**

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| 19. | Explain and assess the features of information flow theory. | (An, CO 1, CO 2, CO 3, CO 5) |
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20. Discuss the emergence of cultural theories in Europe and its relevance in the current society. (E)
21. What is people's choice of study? Explain in detail. (An, CO 1, CO 2, CO 3)
22. Analyse the implications of media usage on the cultural index of societies. (An, CO 2, CO 3, CO 4)
(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Apply the communication theories in order to analyze their own communication universe, their media sphere, their social, political and economic environment, public opinion and mass culture phenomena	A	5, 9, 10, 17, 19, 21	15
CO 2	Compare the functions of theories in various context of communication	U	3, 4, 9, 10, 12, 15, 17, 18, 19, 21, 22	27
CO 3	Demonstrate an understanding of the relationship between theory and research	An	3, 10, 15, 19, 21, 22	19
CO 4	Compare and interpret normative theories, limited effect theories, theories about the role of media and audience theories	U	3, 4, 7, 12, 18, 22	12
CO 5	Analyze the epistemological, ontological and axiological placement of the various mass communication theories	An	8, 19	6

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;