

M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION
COURSE : 21P3MCJT12 : MASS COMMUNICATION THEORIES
(For Regular 2023 Admission and Supplementary 2022/ 2021 Admissions)

Duration : Three Hours

Max. Weights: 30

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

1. What is structural and functional approach? (U)
2. What are the four dimensions of objectivity? (U, CO 4)
3. What is hot media and cold media? (R)
4. What is meant by causation and determinism theme in media theory? (An, CO 1, CO 2, CO 3)
5. Write a note on NWICO. (U, CO 4)
6. What is axiology? (U, CO 5)
7. What is macroscopic theories? (U)
8. What is positivism? (U, CO 5)
9. What is meant by top down approach of media? (U, CO 2, CO 4)
10. Define epistemology. (U, CO 5)
(1 x 8 = 8)

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

11. What are the major assumptions of the spiral of silence theory? (U)
12. Subjectivity is preferable to objectivity when the media cover illiberal and anti-democratic phenomena. Comment. (E, CO 4)
13. Write a note on the era of cultural criticism. (U, CO 2, CO 3)
14. Write a note on the era of limited effects theory. (U, CO 2, CO 4)
15. Why does a nation-state need pluralism? Explain. (An, CO 2, CO 3, CO 4)
16. What is an example of two-step flow theory? (U)
17. What are the 5 stages of the diffusion theory? (U, CO 1, CO 2, CO 3, CO 5)
18. Discuss the neo marxist view on media. (U)
(2 x 6 = 12)

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

19. What is people's choice of study? Explain in detail. (An, CO 1, CO 2, CO 3)
20. Discuss about the immediate effects of media with suitable examples. (An)
21. Discuss the features of Social Responsibility Theory and Authoritarian Theory. (E, CO 2, CO 4)
22. How does the uses and gratification theory relate to choices in media consumption? Evaluate. (E)
(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1			4, 17, 19	8
CO 2			4, 9, 13, 14, 15, 17, 19, 21	20
CO 3			4, 13, 15, 17, 19	12
CO 4			2, 5, 9, 12, 14, 15, 21	14
CO 5			6, 8, 10, 17	5

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