

M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**SEMESTER 3 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P3MCJT12/24P3MCJT12 : MASS COMMUNICATION THEORIES***(For Regular - 2024 Admission and Supplementary 2023/2022/2021 Admissions)*

Time : Three Hours

Max. Weights: 30

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

1. What is objectivity in mass communication? (U, CO 4)
 2. Define epistemology. (U, CO 5)
 3. Write a note on NWICO. (U, CO 4)
 4. What is meant by identity theme in media theory? (An, CO 1, CO 2, CO 3)
 5. What is fourth estate? (U, CO 2, CO 4)
 6. What is postpositivism? (U, CO 5)
 7. What is meant by critical theory? (U, CO 1, CO 2, CO 3)
 8. List five main factors that influence adoption of an innovation. (U, CO 1, CO 2, CO 3, CO 5)
 9. What is base? (U)
 10. Who is a technological determinist? (U)
- (1 x 8 = 8)**

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

11. Discuss the limitations of diffusion of innovation theory. (An, CO 1, CO 2, CO 3, CO 5)
 12. Explain the three categories of viewers. (U, CO 2, CO 3, CO 4)
 13. What function does the press play in a free country? (R)
 14. Write a note on the era of limited effects theory. (U, CO 2, CO 4)
 15. How does audience active participation affect the uses and gratification theory? (U)
 16. What is neo marxism? (U)
 17. What defines mass communication? Explain. (U, CO 1, CO 2, CO 3)
 18. How do media representations shape cultural perception of identity? (U)
- (2 x 6 = 12)**

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

19. Briefly explain the four different era of mass communication theory. (U, CO 1, CO 2, CO 3)

20. Explain the contexts of different normative theories of media. (U, CO 2, CO 4)
21. Explain the concept of Marshall McLuhan's "Global Village". (E)
22. Explain and assess the features of information flow theory. (An, CO 1, CO 2, CO 3, CO 5)
(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	4, 7, 8, 11, 17, 19, 22	17
CO 2	Compare the functions of theories in various context of communication	U	4, 5, 7, 8, 11, 12, 14, 17, 19, 20, 22	27
CO 3	Demonstrate an understanding of the relationship between theory and research	An	4, 7, 8, 11, 12, 17, 19, 22	19
CO 4	Compare and interpret normative theories, limited effect theories, theories about the role of media and audience theories	U	1, 3, 5, 12, 14, 20	12
CO 5	Analyze the epistemological, ontological and axiological placement of the various mass communication theories	An	2, 6, 8, 11, 22	10

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