

**M.A. (JOURNALISM AND MASS
COMMUNICATION) (MAJMC)**

Term-End Examination

December, 2021

**MJM-030 : MEDIA AND COMMUNICATION
THEORIES**

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions. All questions carry equal marks (20 marks).

1. Exposure to television influences the thinking patterns and perspective. Substantiate this statement. Identify the theory and explain its postulates. 10+10=20

2. Describe the types, models and components of Uses and Gratification Theory. Give suitable examples. 20

3. Explain the levels of message effects and an integrated approach to media effects. Give suitable examples. 20

4. Media dependency has been challenged by the developments and adoption of new communication technologies. Critically analyse the media dependency theory from the digital revolution point of view. Give suitable examples. 20
 5. Explain the role of fear appeals while persuading people towards specific messages or services, or products. Give suitable examples. 20
 6. Explain the core concepts of Marxist theory with relevant media and communication examples. 20
 7. Trace the nexus between the political economy theoretical perspectives and economic power of media. Give suitable examples from India. 20
 8. Explain Jürgen Habermas' concept of the public sphere. How does it relate to public opinion? 15+5=20
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