

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

Term-End Examination

June, 2022

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. Discuss the associated concepts of agenda-setting. Give suitable examples. 20
2. "What to think" and "what to think about". Explain these theoretical concepts with suitable examples. 20
3. Which theories are closely related to the uses and gratification approach ? Differentiate between them. 20

4. Compare and contrast the associated theories of the selective process. Give suitable examples. 20
5. Examine the relationship between communication technology, society and culture. Give suitable examples. 20
6. Discuss the audience theories with suitable examples. 20
7. Critically analyse the politics of representation from the feminist media theory perspectives. Give suitable examples from India. 20
8. Digital technologies and social media offer rich possibilities for academic discourses and debates. Substantiate this statement from the feminist media theory perspective. Give suitable examples. 20