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**MJM-030**

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

**Term-End Examination**

**December, 2022**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. What is the relevance of communication theories for media practitioners ? Explain with appropriate examples. 20
2. Describe the core concepts of Agenda Setting theory. Analyse its implications in the present media context. 20
3. Discuss some theories of selectivity citing suitable examples. 20

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4. Describe in detail, uses and gratification theory. 20
5. Discuss the important elements of the Marxist theory and its relevance in the present context. 20
6. Describe some theoretical frameworks in political economy and analyse how political economy of media is related to its economic power. 20
7. “Social media have emerged as a new public sphere in the contemporary times.” Discuss this statement in the light of Habermas theory. 20
8. Marshall McLuhan said, “Medium is the message”. Do you agree with the statement ? Justify your answer. 20
9. “Feminist media theories can be used to better analyse media content and contexts.” Explain with suitable examples. 20

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10. Write short notes on any *two* of the following :

10 each

- (a) Multi-step flow of communication
- (b) Media hegemony
- (c) Cultural imperialism
- (d) Popular culture
- (e) Audience fragmentation