

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

Term-End Examination

June, 2023

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

Time : 3 Hours

Maximum Marks : 100

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

1. Describe some theories which were based on the all powerful role of mass media and how these were redefined over a period of time. 20
2. “Dependency theory explains our degree of dependence on media and its profound influence on audience.” Analyze this statement write suitable examples. 20
3. Discuss some major communication theories which involve individual differences in explaining media effects on the audience. 20
4. Describe the basic concept of the Marxist theory and explain how these are portrayed and applied in media text. 20

5. Explain the contribution of the Frankfurt school to media academia. 20
6. Discuss the characteristics of the political economy approach of mass media and explain how it is related to its economic power. 20
7. Explain the core concepts of the theory of technological determinism and how applicable are they in the present context. 20
8. “The new media by connecting us to a virtual world have emerged as the new public sphere.” Justify this statement in the light of Habermas’ theory. 20
9. Among various media theories which ones do you find more applicable to study the projection of women in some select film of your choice ? Explain with examples. 20
10. Write short notes on any *two* of the following :
10×2=20
 - (a) Maslow’s Hierarchy of Needs
 - (b) Cyber ethnography
 - (c) Spiral of silence
 - (d) Selective communication