

QP CODE: D4BJM2403	(Pages: 2)	Reg. No :
		Name :
FOURTH SEMESTER FYUGP EXAMINATION, APRIL 2026 Discipline Specific Core (DSC) Courses - Major JOU4CJ205 : MASS COMMUNICATION THEORIES AND MODELS - I (Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. Explain the concept of the Global Village.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
2. What is Aristotle's model of communication?	BL1	CO1, CO2, CO3, CO4, CO5, CO6
3. Who conducted The People's Choice study and when?	BL1	CO1, CO2, CO3, CO4, CO5, CO6
4. What are the three levels of agenda setting?	BL1	CO1, CO2, CO3, CO4, CO5, CO6
5. 'Process school' in Communication studies?	BL2	CO1, CO2, CO3, CO4, CO5, CO6
6. Explain the perspectives of the Toronto School of Communication Studies.	BL2	CO1, CO2, CO3, CO4, CO5
7. Define the concept of 'advocacy roles' in communication.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
8. What are the limitations of the Stimulus-Response theory?	BL2	CO1, CO2, CO3, CO4, CO5, CO6
9. Define "hard core" in the spiral of silence theory.	BL2	CO1, CO2, CO3, CO4, CO5
10. Define 'semantic noise' as per the Shannon-Weaver model.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
(PTO)		

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Explain the psychological paradigm in mass communication with theories.	BL5	CO1, CO3, CO4, CO5, CO6
12.	Discuss the concept of 'gatekeeper'.	BL2	CO1, CO2, CO3, CO4, CO5, CO6
13.	Discuss selective exposure and its relationship with cognitive dissonance.	BL4	CO1, CO3, CO4, CO5, CO6
14.	How do news values influence story selection in journalism?	BL4	CO1, CO2, CO3, CO4, CO5, CO6
15.	How does the Two-Step Flow theory challenge the Hypodermic Needle theory?	BL5	CO1, CO3, CO4, CO5, CO6
16.	Discuss the relevance of psychological theories in studying media messages.	BL3	CO1, CO2, CO3, CO4, CO5, CO6
17.	Discuss the role of opinion leaders in mass communication.	BL4	CO1, CO2, CO3, CO4, CO5, CO6
18.	Explain how personality differences affect media influence according to the Individual Difference theory.	BL3	CO1, CO3, CO4, CO5, CO6

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	Discuss the significance of the Spiral of Silence theory in the contexts of Indian minorities and marginalised groups.	BL3	CO1, CO2, CO3, CO4, CO5, CO6
20.	Examine the concept of hegemony and monopoly and discuss their application in media analysis.	BL5	CO1, CO2, CO3, CO4, CO5, CO6

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)