

**FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022****(Regular/Improvement/Supplementary)****MASS COMMUNICATION****GBCJ5B07T: MASS COMMUNICATION THEORIES****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries 2 marks.****(Ceiling 25 Marks)**

1. Semiotics.
2. Opinion leaders.
3. Selective Retention.
4. Mass Society.
5. Noise.
6. George Gerbner.
7. Propaganda.
8. Media Dependency.
9. News flow models.
10. Magic Bullet Theory.
11. Signs.
12. Media effect.
13. Popular culture.
14. Publicity.
15. Libertarian theory of press.

**SECTION B: Answer the following questions. Each carries 5 marks.****(Ceiling 35 Marks)**

16. Differentiate between public opinion and Propaganda.
17. Discuss the effectiveness of social media as a mass communication tool.
18. What are the assumptions of spiral of silence theory?
19. Explain the concept of selectivity in detail.
20. What are the salient features of Mcnelly's news flow model?
21. Discuss the concept of public sphere.
22. Cognitive dissonance explains an important phenomenon in human behaviour. Present a gist of the theory and its salient features.
23. Explain social responsibility theory of media.

**SECTION C: Answer any two questions. Each carries 10 marks.**

24. What are the main assumptions of uses and gratification theory? Explain with examples.
25. Why the theories of press are called Normative Theories? Explain the relevance of normative theories in today's world.
26. Critically analyse the news flow models proposed by Bass and Mowlana.
27. Do you think the relevance of print media is decreasing with the increasing popularity of audio-visual media? Discuss with examples.

**(2 × 10 = 20 Marks)**