

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2024

(Regular/Improvement/Supplementary)

JOURNALISM & MASS COMMUNICATION

GBCJ5B07T: MASS COMMUNICATION THEORIES

Time: 2 ½ Hours

Maximum Marks: 80

**SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 marks)**

Write short notes on:

1. Communication study as social science.
2. Global village.
3. Double action model.
4. “War of the Worlds”.
5. Censorship.
6. Individual difference.
7. Attitude formation.
8. ‘The People’s Choice’.
9. Soviet media theory.
10. Ferdinand de Saussure.
11. Democratization theory.
12. Priorities model.
13. Cognitive motivation.
14. News flow.
15. Totalitarian media.

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

16. Describe the process of selectivity in media content.
17. Explain with appropriate examples the uses and gratifications theory.
18. What do you mean by media dependence theory?
19. What is libertarian theory?
20. Differentiate between Bass and Mowlana model.
21. What are the psychological perspectives of communication?
22. What is Galtung and Ruge model of gatekeeping?
23. Describe the democratic participant theory.

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

24. Evaluate the attitudinal change caused by media message by citing recent media campaign.
25. Critically evaluate social responsibility theories and its relevance.
26. Explain four theories of press.
27. Critically examine cultivation theory and its postulates.

(2 x 10 = 20 Marks)