D5BMC2301 **Reg. No.....**

Name: .....

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2025

(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. Cultivation theory.
2. Gatekeeping.
3. McNelly model.
4. Propaganda.
5. Surveillance of environment.
6. Wilbur Schramm.
7. Donald Lewis Shaw.
8. Active consumer.
9. Social relation.
10. Harold Lasswell.
11. Melvin Defleur.
12. Authoritarian theory.
13. Hutchins commission.
14. Democratization theory.
15. Desensitization.

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

16. Evaluate social responsibility theory and its relevance.
17. What is Soviet Media Theory?
18. Define the Concept of "Mass “in mass communication.
19. Describe Spiral of Silence Theory.
20. Assess the possibilities of attitudinal change through communication.
21. Elaborate individual difference theory with example.
22. Briefly explain the origin of communication studies.
23. What are the effects of mass media on public opinion?

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

24. Critically evaluate one step, two step and multi-step flow theory and its effect in society.
25. Evaluate the role of opinion leaders in news flow.
26. Describe the role and relevance of libertarian theory of the press.
27. Explain the scope and challenges of media to set agenda for people.

(2 x 10 = 20 Marks)