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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

Mass Communication and Journalism

JOU 5B 07—MASS COMMUNICATION THEORIES

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Part A is 25.*

1. Spiral of Silence.
2. Public opinion.
3. Fake news.
4. Participatory communication.
5. Joseph Geobbels.
6. Media imperialism.
7. Mowlana model of communication.
8. Social categories.
9. Signified.
10. Frankfurt School.
11. Echo chamber.
12. Dmitry Muratov.
13. Selective retention.
14. Internet shutdown.
15. Cognitive Dissonance.

**Turn over**

**Part B**

*Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. What are the differences between persuasion and propaganda ?
17. Define attitude. How can media effect attitudinal changes among the audience ?
18. Examine the implications of individual differences theory.
19. Analyse the relevance of stimulus response theory in the context of the overwhelming social media propaganda.
20. Explain Abraham Bass'gatekeeping model.
21. Describe the advantages and disadvantages of Libertarian media theory.
22. Analyse the uses and gratification theory.
23. What is the difference between agenda setting and agenda building theories ?

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. What is public sphere ? Can we consider social media platforms to the genre of public sphere ?
25. What is two step flow of communication ? Analyse the role of opinion leader and opinion followers with influencers and followers of the social media era.
26. 'Authoritarian media theory is increasingly becoming the norm in democratic countries.' Discuss.
27. Critically analyse the relevance of cultivation theory.

(2 × 10 = 20 marks]