2023
SRCMUJ
M. A.
1st Semester Examination
Journalism and Mass Communication
JMC-101
Communication Studies

Full Marks : 40 **Time : 2 Hours**

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two from the following questions : 5x2

(a) Two Step Flow Theory

(b) Mass Society

(c) Hybrid Media

(d) Alternative Media model

2. Answer any three from the following questions : 10x3

(a) Explain Uses and Gratification Theory. Mention the Types of Gratification sought by the people. 4+6

(b) "Television affected child psychology and the perception of reality". - Give the proper justification with the Perception of the Cultivation Theory.

(c) What are the Contributions of Birmingham School and Frankfurt School in the Field of Cultural Studies? 5+5

(d) Explain the different Types of Normative Theories of Mass Communication.

(e) How has the Globalization of Media affected the Socio-Cultural Milieu? Explain with examples.

P.Y.Q. 2023