

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

Ph.D in Faculty of (Journalism and Mass Communication)

## COMMUNICATION THEORIES

M.Code : 77362

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE questions out of EIGHT questions.
2. Each question carry TWENTY marks.

1.
  - a. Describe how magic bullet theory is applicable on current media scenario? Explain your answer with examples.
  - b. Explain media effects on the audience with reference of political campaigns.
2.
  - a. Explain what kind of media ownership pattern is practicing in India?
  - b. Describe in details power and hegemony also explain the role of media.
3.
  - a. Elucidate the social learning theory in details with suitable examples.
  - b. What are the opinions for and against understanding forms of media as post-modernism?
4.
  - a. Define post-structuralism, with examples.
  - b. Elucidate feminism and role of media in detail.
5.
  - a. Write in detail about Marshal McLuhan's technological determination.
  - b. Explain hot and cool media in detail.
6.
  - a. Elucidate the changing paradigm in media identities.
  - b. Describe the mass audience in detail.
7.
  - a. Explain the role of media in cultural exchange.
  - b. Define "Medium is the Message".
8. Explain the purpose of cultivation theory and also explain that how this theory effects society?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.