

- Note:
1. All questions are compulsory with Internal options.
 2. Figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Passive Audience
 - (b) Citizen Journalist
 - (c) Moral Panic
 - (d) Digital Divide
 - (e) Word of mouth
 - (f) Media Literacy
 - (g) Mass Communication
 - (h) Prosumer
- Q.2 Answer the following questions. (15)**
- (a) Explain the Social Responsibility Theory with suitable examples.
 - (b) Explain the Two Step Flow Theory and state the importance of opinion leaders in the process of communication.
- OR**
- Q.2 Answer the following questions. (15)**
- (c) Elaborate on the Agenda Setting Theory.
 - (d) List and explain 6 assumptions of Mass Society Theory with the role of media in it.
- Q.3 Answer the following questions. (15)**
- (a) What do you understand by the term Propaganda? State the techniques of Propaganda.
 - (b) "Television is a message system that cultivates a worldview that becomes a reality simply because we believe it to be the reality based on our everyday world. Discuss the given statement with reference to Gerber's Cultivation Theory.
- OR**
- Q.3 Answer the following questions. (15)**
- (c) Define Media Studies. State its significance and implications.
 - (d) According to Marshall McLuhan "The medium is the message". Explain the statement with reference to the importance of social media.
- Q.4 Answer the following questions. (15)**
- (a) Discuss the Development Media Theory with suitable examples.
 - (b) Explain how Uses and Gratification Theory may be applied to the medium of Internet.
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Explain Participatory Culture with reference to contemporary society.
 - (d) Write a detailed note on the Magic Bullet Theory.
- Q.5 Write a short note. (Any Three) (15)**
- (a) Black Propaganda
 - (b) Freudianism
 - (c) Mass Society
 - (d) Waves of Feminism
 - (e) Global Village