

BMC 2nd Semester Exam., 2018**MASS COMMUNICATION THEORIES**

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
 (ii) There are **SEVEN** questions in this paper.
 (iii) Attempt **FIVE** questions in all.
 (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following as directed :

2×6=12

- (a) The basic mission of mass media is to destroy ties in human society.
 (Write True or False)
- (b) Leon Festinger's theory of cognitive dissonance is most often treated as a social psychology theory.
 (Write True or False)
- (c) In play theory the media is mainly used to get pleasure out of its usage, then as the medium of information and education.
 (Write True or False)

(Turn Over)

- (d) After social responsibility theory, facts were presented without any interpretation.

(Write True or False)

- (e) Normative theory is more focused in the relationship between press and audience than Press and Government.

(Write True or False)

- (f) An agenda is a _____ of items arranged to give some items more importance than others.

(Fill in the blank)

- (g) Who said that medium is the message?

- (h) An opinion leader made a strong impact among people was assumed by _____ theory.

(Fill in the blank)

- (i) Who introduced play theory?

- (j) Gerbner and his associates detected a phenomenon called _____, whereby differences due to cultural and social factors tend to diminish among heavy TV viewers.

(Fill in the blank)

2. Write short notes on any *three* of the following : 4×3=12
- (a) Positive and negative effects of mass media on society
 - (b) Can media be other than social?
 - (c) Effect of 'hypodermic needle theory'
 - (d) Democratic participant theory
 - (e) Limitations of magic bullet theory

Answer any *three* of the following questions : 12×3=36

- 3. Cultivation theory suggests that exposure to television, overtime, subtly 'cultivates viewers' perceptions of reality. Explain.
- 4. Write the principles of social responsibility theory.
- 5. What do you understand by cultivation theory? How can this theory be applied in everyday society?
- 6. Discuss dependency theory as it pertains to international relations.
- 7. Mass media is a mass educator. Explain.

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