SEAT	No.

No. of Printed Pages: 2

SARDAR PATEL UNIVERSITY

B.A. (ADVANCED), SEMESTER -2 (CBCS) REG. & NC (Eng. Medium), March / April 2018 <u>UA02CEJM06: Principles of Mass Communication -II</u>					
	te: 5-04-2018 ne: 10 am to 12 pm	Day: Thursday Total Marks: 60			
Q:	1 Multiple Choice Questions (Attempt all)	15 Marks			
l.	 Attitude Change Theory argues that although same messages are delivered to masses by media, each individual receives and interprets the media messages in a different way. a. True b. False 				
2.	Durkheim compared communities to machines in which people than Cogs.	e were little more			
	a. Modern b. Folk c. Liberal d. None of the specified				
3.	is a normative theory that sees people as good and rajudge good ideas from bad. a. Libertarianism b. Authoritarianism c. Social Responsibility d. Tech				
1.	According to Mass Society Theory, the media are malignant (evil), cancerous for and must be purged or totally restricted. a. True b. False	orce within society			
5.	 Democratic Participant Theory advocates a. Pluralism b. Decentralization of media c. Horizontal communication against top-down d. All the specified 				
5.	When any information is conflicting with the existing opinions or attitudes of called as a. Cognitive Dissonance b. Cognitive retention c. Cognitive Perception				
7.	The term "Medium is the Message (Mass-age)" is outlined bya. Fred Siebert b. Theodore Peterson c. Marshall MacLuhan d. La	swell			
a. Deccan Chronicle b. The Hindu c. The Times of India d. Dainik Bhasl;ar					
9.	Mass media is a form of communication that involves complex technologies like printing technology, satellites digital networks, management structure, marketing chain etc. a. True b. False				
10. The idea that messages pass from the media, through opinion leaders, to opinion followers is					
	a. Two-step flow theory c. Magic bullet theory d. Reinforcement Theory				
11	 Payne Fund Studies was conducted on the influence of cinema to prove the Effects Paradigm. a. Dominant Effects b. Limited Effects c. Cumulative Effects d. Notes 	the			

12.	12theory is grounded in the	context that the media and their audiences should				
	be studied in the context of larger social syste					
	a. Reinforcement Theory b. Uses a					
	c. Media Dependency Theory c. Cultiva	tion Theory				
13.	13 is a term coined by George Ger	bner to describe a phenomenon whereby violence-				
	related content of mass media makes viewe actually is.	s believe that the world is more dangerous than it				
		World Syndrome				
	c. Aggressive World Syndrome d. Spoiled	•				
1/1	14. Yellow Journalism gives the audience legitima	to wall recearched and unbiased news				
14.	a. True b. False	te, well researched and dilbiased news.				
	a. True D. Faise					
15.	15 is a journalistic practice o	f actively engaging audience members in reporting				
imp	important public issues.	•				
	a. Yellow Journalism b. Conflict Journal	lism				
	b. c. Civic Journalism d. Development J	ournalism				
	•					
Sec	Section II:					
^^	O2 - Machanial and Organia calidonis, h Atti					
		ude Change Theory c. Theoretical assumptions				
of I	of Mass Society Theory.	(5+5+5 = 15 Marks)				
	•	Or)				
	•	es of press / media to understand the use and				
res	responsibilities of media in the existing political s	responsibilities of media in the existing political system. (15 Marks)				
Q3	Q3. Delineate in detail the four eras of mass com	nunication theories with examples. (15 Marks)				
	(Or)				
		k 18, discuss in detail the various issues and hidden				
pro	problems of media ownerships in India. Each i	ssue and argument should be substantiated with				
suit	suitable examples.	(15 Marks)				
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Q3	Q3. Answer any two of the following. Each questi	on carries 7.5 marks.				
	 a. Agenda Setting Theory. 					
	b. Bias of Communication.					
	c Uses and Gratification Theory					