

SEAT No. _____

No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY

B.A. (ADVANCED), SEMESTER -2 (CBCS) REG. & NC (Eng. Medium), March / April 2018

UA02CEJM06: Principles of Mass Communication -II

Date: 5-04-2018

Day: Thursday

Time: 10 am to 12 pm

Total Marks: 60

Q: 1 Multiple Choice Questions (Attempt all)

15 Marks

- [illegible]

(P.T.O.)

12. _____ theory is grounded in the context that the media and their audiences should be studied in the context of larger social systems.
- a. Reinforcement Theory b. Uses and Gratification Theory
 - c. Media Dependency Theory d. Cultivation Theory
13. _____ is a term coined by George Gerbner to describe a phenomenon whereby violence-related content of mass media makes viewers believe that the world is more dangerous than it actually is.
- a. Fearful World Syndrome b. Mean World Syndrome
 - c. Aggressive World Syndrome d. Spoiled-brat Syndrome
14. Yellow Journalism gives the audience legitimate, well researched and unbiased news.
- a. True b. False
15. _____ is a journalistic practice of actively engaging audience members in reporting important public issues.
- a. Yellow Journalism b. Conflict Journalism
 - c. Civic Journalism d. Development Journalism

Section II:

Q2. a. Mechanical and Organic solidarity b. Attitude Change Theory c. Theoretical assumptions of Mass Society Theory. (5+5+5 = 15 Marks)

(Or)

Q2. Critically discuss various normative theories of press / media to understand the use and responsibilities of media in the existing political system. (15 Marks)

Q3. Delineate in detail the four eras of mass communication theories with examples. (15 Marks)

(Or)

Q3. In the context of Reliance takeover of Network 18, discuss in detail the various issues and hidden problems of media ownerships in India. Each issue and argument should be substantiated with suitable examples. (15 Marks)

Q3. Answer any two of the following. Each question carries 7.5 marks.

- a. Agenda Setting Theory.
- b. Bias of Communication.
- c. Uses and Gratification Theory.