

- N. B.** 1) Question No. 1 is Compulsory.
2) Attempt any 3 from the questions Nos 2 to 5

Q. 1 Discuss the four eras of mass communication. (14)

OR

Q. 1 Write brief history of mass communication.

Q. 2 Outline the salient features of social Responsibility theory ? (12)

OR

Q. 2 Discuss the drawbacks of the Libertarian press theory. (12)

Q. 3 Media content flows in two steps.. Explain. (12)

OR

Q. 3 Explain the relationship between political economy and culture.

Q. 4 How do the media make use of gatekeeping to set the agenda for the public? (12)

OR

Q. 4 What are the features of the different kinds of audience ?

Q. 5. Write short note (Any Two) (12)

1. Genre
2. British cultural theory
3. Authoritarian theory
4. Audience and Effects theory

