

MN10AFT
---------

Time : 2 Hrs.

- Q.1 a) How have media theories evolved till date ? [10]  
 b) Mass culture theorists have a degrading view of the masses. [5]

OR

- a) Explain Joseph Klapper's theory of media effects. How is it applied to advertising ? [10]  
 b) Explain the concepts of 'symbol' and 'sign'. [5]

- Q.2 a) How does Harold Innis bring out the relationship between communication technologies and rise of empires ? [8]  
 b) Analyse the agenda-setting property of Mass Media. [7]

OR

- a) Compare the authoritarian and libertarian theories of media. [8]  
 b) How did the limited effects paradigm of Mass Media develop ? [7]

- 3 a) Explain how people use selective processes to reduce cognitive dissonance. [8]  
 b) The concept of audience is as old as civilisation. Explain. Also enumerate different types of audience. [7]

OR

- a) Mass Media play a vital role in propagating various cultures across the world. Elaborate. [8]  
 b) Describe the theory of social construction of reality. [7]

- Q.4 a) Compare Mass, group and crowd. [8]  
 b) "If all the people in India had access to TV and radio then the government will be able to solve many major problems of the nation." Do you agree ? [7]

OR

- a) Bring out the difference between the opinions of Marx and Lenin. [8]  
 b) Briefly explain the theories of British Cultural School and Frankfurt School. [7]

\*\*\*\*\*