

General Instructions :

- 1) Answer to question 1 is COMPULSORY.
- 2) Answer ANY THREE questions out of the remaining FOUR.
- 3) Figures to right indicate full marks.

- Q. 1 A) Explain the following terms briefly. (ANY SIX) (06)**
- 1) Paradigm and Paradigm shift.
 - 2) Propoganda and White, Black and Grey propoganda.
 - 3) Engineering consent and Elite Pluralism.
 - 4) Yellow journalism and civil journalism.
 - 5) Cognitive consisterncy and cognitive dissonance.
 - 6) Selective processes and selective exposure.
 - 7) Selective retention and selective perception.
 - 8) Culture studies and Hegemonic culture.
 - 9) Hermeneutics and High culture.
- B) State and highlight the four eras of mass communications. (04)**
- C) Define each term with an example :- (04)**
- | | |
|----------|-----------|
| 1) Mass | 2) Group |
| 3) Crowd | 4) Public |
- Q.2 A) Name and highlight the four basic kinds of Media theories. (05)**
- B) State the names that come under the limited effects theory era. (03)**
- C) List the thories that come under the cultural theory era. (04)**
- Q.3 Compare the 'Mass Society Thoery' and 'Attitude Change Theory' on the basis of their strength, weakness and limitations. (12)**
- Q.4 a) What importance does 'Genre' play in the Audience Theory? (04)**
- b) "The concept of the audience as a group of spectators has been there for a long as the modern civilization itself." Discuss with reference to as Media Practioner and Media Products. (08)**
- Q.5 Answer briefly ANY TWO of the followings :- (12)**
- 1) Marxist and Neo Marxist Theory.
 - 2) British cultural Theory and Political economic theories.
 - 3) Normative theory and Anormative Theory.
 - 4) Microscopic Theory and Macroscopic Theory.
 - 5) Magic Bullet Theory and Two Step Flow Theory.