

Q.1 Discuss Normative theories in detail. [15]

OR

Q.1 Explain Eras of mass communication. [15]

Q.2 Analyse role of media in society. [15]

OR

Q.2 Discuss agenda setting theory with suitable examples. [15]

Q.3 Explain relationship of media and politics with reference to political economic theory. [15]

OR

Q.3 Write note on Karl Marx and Marxist media Theory. [15]

Q.4 Write short notes on : [15]

- a) Paul Lazarsfeld
- b) Dependency theory
- c) Audience Reception

OR

Q.4 Write short notes on : [15]

- a) The group and public audience
- b) Western concept
- c) The Frankfurt school

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