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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOMS | **Program:** BA. Journalism and Mass Communication | |
| **Course Code:** BAJ1014 | **Course Name:** Theories and Ideologies of Mass Communication | |
| **Semester**: II | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **24** | **24** | **26** | **26** |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x2M=20M** | | | | |
| **1.** | Who introduced the Gatekeeping Theory in mass communication? | **2 Marks** | **L1** | **CO1** |
| **2.** | Who are the early adopters of an innovation? | **2 Marks** | **L1** | **CO1** |
| **3.** | Name one key responsibility of the press under Social Responsibility Theory. | **2 Marks** | **L1** | **CO2** |
| **4.** | List down the name of countries where the Development Media theory is most applied? | **2 Marks** | **L1** | **CO2** |
| **5.** | When is a triadic relationship thought to be balanced? | **2 Marks** | **L1** | **CO3** |
| **6.** | What is the role of Print Capitalism in Imagined Communities theory? | **2 Marks** | **L1** | **CO3** |
| **7.** | Explain the Framing Theory with an example. | **2 Marks** | **L2** | **CO3** |
| **8.** | What is the Mean World Syndrome? | **2 Marks** | **L1** | **CO4** |
| **9.** | What is the knowledge gap hypothesis? | **2 Marks** | **L1** | **CO4** |
| **10.** | Who proposed the Agenda Setting theory? | **2 Marks** | **L1** | **CO4** |

**Part B**

**Answer the Questions. Total Marks 80M**

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| 11. | a. | What does the Hypodermic Needle Theory’s assume about audience passivity and media power? | 7 Marks | L1 | CO1 |
|  | **b.** | What is the relevance of Gatekeeping Theory in the digital media landscape. | **6 Marks** | **L1** | **CO1** |
|  | **c.** | What are the 5 stages of diffusion of innovation theory? | **7 Marks** | **L1** | **CO1** |
| Or | | | | | |
| 12. | **a.** | What is the Mass Society Theory & what are its key concepts. | **7 Marks** | **L1** | **CO1** |
|  | **b.** | What is the relevance of 'fear of isolation' in the Spiral of Silence? | **6 Marks** | **L1** | **CO1** |
|  | **c.** | What is the role of ‘opinion leaders’ in the flow of information as mentioned in the Multi-Step Flow Theory? | **7 Marks** | **L1** | **CO1** |

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| 13. | a. | Explain the types of censors mentioned in the Authoritarian Theory. | 7 Marks | L2 | CO2 |
|  | **b.** | Explain how does the Social Responsibility Theory balances press freedom with accountability? | **6 Marks** | **L2** | **CO2** |
|  | **c.** | Explain Soviet Media Theory and how it is different from Authoritarian Theory. | **7 Marks** | **L2** | **CO2** |
| Or | | | | | |
| 14. | **a.** | Explain any two Normative Theories of Mass Communication. | **7 Marks** | **L2** | **CO2** |
|  | **b.** | Explain the Libertarian Theory, what it says about the freedom of press and describe its key concepts. | **6 Marks** | **L2** | **CO2** |
|  | **c.** | Explain how Libertarian Theory is different from Authoritarian Theory? | **7 Marks** | **L2** | **CO2** |

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| 15. | a. | Build an argument using Toulmin’s structure of argumentation. | 7 Marks | L3 | CO3 |
|  | **b.** | Apply the idea of "Homogeneous, Empty Time" from Imagined Community Theory to explain how communities are formed. | **6 Marks** | **L3** | **CO3** |
|  | **c.** | Apply the Individual Differences Theory of Mass Communication by describing its key concepts and showing how people respond differently to media. | **7 Marks** | **L3** | **CO3** |
| Or | | | | | |
| 16. | **a.** | Construct examples to explain cognitive dissonance and its causes. | **7 Marks** | **L3** | **CO3** |
|  | **b.** | Apply Framing Theory to show how the media’s language and visuals shape the audience’s understanding of the issue. | **6 Marks** | **L3** | **CO3** |
|  | **c.** | Construct examples to explain how Selective Perception and Selective Retention impacts a person’s opinion. | **7 Marks** | **L3** | **CO3** |

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| 17. | a. | Analyze the process of Agenda Setting by the media. | 7 Marks | L4 | CO4 |
|  | **b.** | Examine the concept of the “Spiral of Silence” with an example. | **6 Marks** | **L4** | **CO4** |
|  | **c.** | Examine how heavy exposure to television content influences viewers' beliefs about violence, relationships, and societal norms. | **7 Marks** | **L4** | **CO4** |
| Or | | | | | |
| 18. | **a.** | Analyze Media Dependency Theory in terms of its explanation of the dynamic relationship between media, audiences, and broader social systems. | **7 Marks** | **L4** | **CO4** |
|  | **b.** | Examine how socioeconomic status, education level, and media access contribute to the knowledge gap. | **6 Marks** | **L4** | **CO4** |
|  | **c.** | Analyze the five stages of economic growth outlined in Modernization Theory. | **7 Marks** | **L4** | **CO4** |