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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 11/03/2026**

**Time: 09:30 AM - 11:00 AM**

<b>Course Code: MDS1202</b>	<b>Course Name: Theories and Ideologies of Mass Communication</b>	
<b>Semester: Second Semester</b>	<b>Max. Marks: 50</b>	<b>Weightage: 50%</b>

<b>CO - Levels</b>	<b>CO1</b>	<b>CO2</b>
<b>Marks</b>	<b>55</b>	<b>30</b>

### Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define Mass Society Theory with its key assumptions.	5	CO1	BT1
2	Describe Magic Bullet Theory.	5	CO1	BT1
3	State the basic principles of the Authoritarian Theory of the press.	5	CO1	BT1

### Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Outline the role of opinion leaders in contemporary media w.r.t Two-Step Flow Theory.	10	CO1	BT1
5	Discuss the main features of Libertarian Theory and its relevance in digital media.	10	CO2	BT2
6	Describe the Spiral of Silence Theory with a current social media example.	10	CO1	BT1

### Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Compare Social Responsibility Theory and Libertarian Theory based on their suitability for regulating misinformation in today's media environment.	20	CO2	BT2

8	State the relevance of the Diffusion of Innovation Theory in the adoption of new media technologies in India	20	CO1	BT1
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