



## Even Semester End Term Examination, May / June 2026

**Date: 18/05/2026**

**Time: 09.30 AM - 12.30 PM**

**Course Code: MDS1202**

**Course Name: Theories and Ideologies of Mass Communication**

**Semester: Second Semester**

**Max. Marks: 100**

**Weightage: 50%**

| CO - Levels | CO1 | CO2 | CO3 | CO4 |
|-------------|-----|-----|-----|-----|
| Marks       | 25  | 15  | 40  | 50  |

### Part A: Answer Following Questions. 30 M

| Qn.No | Questions                                                                                                    | M | CO  | BT  |
|-------|--------------------------------------------------------------------------------------------------------------|---|-----|-----|
| 1     | List the names of the four normative theories of the press.                                                  | 5 | CO2 | BT1 |
| 2     | Define innovators according to Everett Rogers.                                                               | 5 | CO1 | BT1 |
| 3     | Describe the theory that suggests people remain silent when they believe their opinions are in the minority. | 5 | CO1 | BT1 |
| 4     | Define the Multi - Step flow theory of Information.                                                          | 5 | CO1 | BT1 |
| 5     | List different stages of Innovation w.r.t Diffusion of Innovation Theory.                                    | 5 | CO1 | BT1 |
| 6     | Cite an example that proved the Magic Bullet Theory.                                                         | 5 | CO1 | BT1 |

### Part B: Answer Any 5 Following Questions. 50 M

| Qn.No | Questions                                                                                                            | M  | CO  | BT  |
|-------|----------------------------------------------------------------------------------------------------------------------|----|-----|-----|
| 7     | Explain the Authoritarian Theory of Mass Communication with one relevant example.                                    | 10 | CO2 | BT2 |
| 8     | Analyze how agenda-setting influences political communication with one suitable example from the Indian context.     | 10 | CO4 | BT4 |
| 9     | Discuss Argumentation Theory with one suitable example from the global context.                                      | 10 | CO3 | BT2 |
| 10    | Analyze how media framing influences people's perceptions of events, issues, and individuals with suitable examples. | 10 | CO3 | BT4 |
| 11    | Analyze the relevance of Uses and Gratifications Theory in the                                                       | 10 | CO4 | BT4 |

|    |                                                                       |    |     |     |
|----|-----------------------------------------------------------------------|----|-----|-----|
|    | digital era.                                                          |    |     |     |
| 12 | Discuss the concepts of selective perception and selective retention. | 10 | CO4 | BT2 |

| <b>Part C: Answer Any 1 Following Questions. 20 M</b> |                                                                                                                                              |          |           |           |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| <b>Qn.No</b>                                          | <b>Questions</b>                                                                                                                             | <b>M</b> | <b>CO</b> | <b>BT</b> |
| 13                                                    | Examine how media framing shapes public opinion during elections and on major social issues, using relevant examples to support your answer. | 20       | CO3       | BT3       |
| 14                                                    | Explain Cultivation Theory in detail with reference to how prolonged media exposure influences audiences' perceptions of social reality      | 20       | CO4       | BT4       |