

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester II - 2022

**Course Code :** BAJ1014

**Course Name :** Sem II - BAJ1014 - Theories and Ideologies of Mass Communication

**Program :** BAJ

**Date :** 15-APR-2023

**Time :** 9.30AM - 11AM

**Max Marks :** 50

**Weightage :** 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(10 X 2 = 20M)**

1. The Two-Step Flow theory suggests that:
  - a) Media messages are directly received and accepted by individuals (CO1) [Knowledge]
  - b) Media messages are received by opinion leaders who then influence others in their social network
  - c) Media messages are ignored by individuals, who rely solely on their own experiences and knowledge
  - d) Media messages are only effective in certain contexts and with certain individuals
2. Which of the following is a key concept in the Development Media Theory?
  - a) Technological determinism (CO1) [Knowledge]
  - b) Social responsibility
  - c) Cultural imperialism
  - d) Democratic pluralism
3. According to the Mass Society Theory, what is the impact of media on individuals?
  - a) Media has no impact on individuals (CO1) [Knowledge]
  - b) Media has a significant impact on individuals, leading to mass behaviour and conformity
  - c) Media has a limited impact on individuals, as individuals are able to resist media influence
  - d) Media only impacts individuals who are already part of a mass society

4. The Hypodermic Needle Model suggests that:
- a) The media has a limited impact on individuals, as individuals are able to resist media influence (CO1) [Knowledge]
  - b) The media has a significant impact on individuals, leading to mass behaviour and conformity
  - c) The media has a moderate impact on individuals, but only in certain contexts
  - d) The media has no impact on individuals
5. The Diffusion of Innovation Theory suggests that new ideas and technologies are adopted by people in which sequence?
- a) . Early Adopters, Early Majority, Late Majority, Laggards (CO1) [Knowledge]
  - b) Innovators, Early Adopters, Early Majority, Late Majority, Laggards
  - c) Innovators, Early Majority, Late Majority, Early Adopters, Laggards
  - d) Innovators, Early Majority, Early Adopters, Late Majority, Laggards
6. According to the Hypodermic Needle theory, media messages are injected directly into the audience's:
- a) Subconscious mind (CO1) [Knowledge]
  - b) Short-term memory
  - c) Long-term memory
  - d) None of the above
7. Gatekeeping theory suggests that:
- a) Media messages are directly received and accepted by individuals (CO1) [Knowledge]
  - b) Media messages are received by opinion leaders who then influence others in their social network
  - c) The media controls the flow of information to the public, deciding what information is presented and how it is presented
  - d) The media has no impact on individuals
8. Which of the following is an example of an innovation in media advertising?
- a) The use of social media influencers to promote a product (CO1) [Knowledge]
  - b) The creation of a new media company
  - c) The development of a new television show
  - d) The use of online streaming services to distribute movies and television shows
9. Diffusion of Innovation theory suggests that:
- a) Media messages are received by individuals and accepted or rejected based on their own experiences and knowledge (CO1) [Knowledge]
  - b) Media messages are directly received and accepted by individuals
  - c) Media messages are received by opinion leaders who then influence others in their social network
  - d) Media messages are only effective in certain contexts and with certain individuals
10. According to the Diffusion of Innovation theory, which group of people are the first to adopt a new innovation?
- a) Laggards (CO1) [Knowledge]
  - b) Early majority
  - c) Late majority
  - d) Innovators

## **PART B**

### **ANSWER ALL THE QUESTIONS**

**(4 X 5 = 20M)**

11. How does the Development Media Theory propose to address issues of inequality and social justice in developing countries, and what are some potential challenges in implementing this theory in practice?  
(CO1) [Comprehension]
12. In your opinion, what role should businesses play in addressing social issues and promoting social responsibility in society?  
(CO1) [Comprehension]
13. The Libertarian Theory is a political philosophy that emphasizes the importance of individual liberty and limited government intervention in society, discuss your views  
(CO2) [Comprehension]
14. How do different types of media (e.g., traditional mass media, social media, interpersonal communication) affect the role of opinion leaders and their influence on the wider audience?  
(CO2) [Comprehension]

## **PART C**

### **ANSWER THE FOLLOWING QUESTION**

**(1 X 10 = 10M)**

15. Opinion leaders are individuals who have a significant influence on the attitudes, behaviors, and opinions of others within their social networks. They are usually well-connected, respected, and knowledgeable individuals who are seen as experts in certain fields or domains. Opinion leaders can be found in various domains, including politics, fashion, sports, entertainment, and technology. do you feel they are important ? if so discuss at leantn by giving sutable example.  
(CO2) [Application]

