

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : BAJ1014

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

Program : BAJ

Date : 16-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

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. What is impact of media on people's actions and behaviors ? (CO4) [Knowledge]
2. what is relationship between media and individuals ? (CO4) [Knowledge]
3. Why mass media channels are used for what? (CO2) [Knowledge]
4. "Media messages are received and accepted by individuals without any critical thought or evaluation". do you agree to this satement then discuss. (CO4) [Knowledge]
5. According to you how important is communication skills training in helping people ? (CO2) [Knowledge]
6. What is Social Exchange Theory ? (CO1) [Knowledge]
7. Cultural Theory: This theory explores how communication reflects and perpetuates cultural norms and values explain according to your exprience. (CO1) [Knowledge]
8. What are digital media and social media platforms ? (CO3) [Knowledge]
9. What is Gatekeeping? (CO3) [Knowledge]
10. What are the social media famous with youth ? list them. (CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(8 X 5 = 40M)

11. What is direct effects theory ?
(CO3) [Comprehension]
12. To develop sense of unity in public and to achieve common purpose what programs has to taken up.
(CO4) [Comprehension]
13. How does the Two-Step Flow theory suggest that media messages are filtered and interpreted by the opinion leaders before they reach the masses?
(CO2) [Comprehension]
14. 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]
15. Imagined communities are constructed through communication? if so list the programs you wish to do as communication consultant?
(CO4) [Comprehension]
16. Media play a central role in shaping the way people imagine their nation and its identity, do you feel Indian media is building nation or braking nation?
(CO3) [Comprehension]
17. In your opinion, what role should businesses play in addressing social issues and promoting social responsibility in society?
(CO1) [Comprehension]
18. 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 ALL THE QUESTIONS

(2 X 20 = 40M)

19. To effectively communicate and create awareness about drug and mental health issues, devise a comprehensive strategy for diffusing the message across various channels. Consider the role of different demographic segments, such as age, gender, and country, in tailoring your communication approach. Discuss the most suitable channels for reaching each segment, considering their preferences, accessibility, and potential impact. Analyse the potential benefits and limitations of utilizing traditional media, social media platforms, community outreach programs, educational institutions, healthcare facilities, and other relevant channels. Outline the key messages, storytelling techniques, and visual elements that would resonate with each segment, and discuss the importance of culturally sensitive communication in addressing mental health and drug-related stigmas. Finally, examine the long-term implications of your strategy in fostering awareness, reducing stigma, and promoting help-seeking behaviours within society.
(CO4) [Application]
20. Explain the concept of symbolic interactionism and its application to media studies. How does symbolic interactionism emphasize the role of symbols, language, and social interactions in media interpretation and meaning-making? Discuss the influence of symbolic interactionism on understanding media effects and audience reception. Analyse the role of social media in the context of symbolic interactionism. How does social media shape self-presentation, identity formation, and social interactions? Discuss the impact of social media platforms on symbolic interactions and the construction of meaning in the digital age.
(CO3) [Application]