

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION – MAY/JUNE 2024**

Semester : Semester II - 2023

Date : June 7, 2024

Course Code : BAJ1014

Time:9:30AM -12:30 PM

Course Name : - Theories and Ideologies of Mass Communication

Max Marks : 100

Program : BA Journalism and Mass Communication

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 ANY 10 QUESTIONS

10Q X 2M =20M

1. What is the purpose of communication? Explain by giving examples. (CO1) [Knowledge]
2. What do you mean by feedback? why it is important in a communication process? (CO1) [Knowledge]
3. What do u mean by Kinesics ? (CO3) [Knowledge]
4. What is Westley and MacLean's Conceptual Model? What is its importance in communication studies? (CO4) [Knowledge]
5. How do Models of Communication aid in understanding the complexities of human interaction and information exchange, and what are their overarching benefits and limitations? (CO5) [Knowledge]
6. Examine the key principles of Development Media Theory and its approach to using media as a tool for social and economic development. (CO4) [Knowledge]
7. Discuss the Libertarian or free press media theory and its emphasis on press freedom, independence, and diverse viewpoints. (CO4) [Knowledge]
8. How do theories such as Cognitive Dissonance, Selective Perception, Cultivation Theory, and Spiral of Silence contribute to our understanding of communication processes. (CO5) [Knowledge]

9. What are the key components of Linear models of communication, and how do they conceptualize the communication process?
(CO2) [Knowledge]
10. What do you mean by SMCR in communication?
(CO4) [Knowledge]
11. What is Mass Communication? Why are its advantages over interpersonal and intra-personnel communication?
(CO1) [Knowledge]
12. What is Soviet-Communist Media Theory?
(CO4) [Knowledge]

PART B

ANSWER ANY 8 QUESTIONS

8Q X 5M =40M

13. How does the classification of communication into categories such as intrapersonal, interpersonal, group, and mass communication aid in understanding the diverse forms and contexts of human interaction?
(CO1) [Comprehension]
14. What is Harold Laswell's model? Explain Diagrammatically.
(CO1) [Comprehension]
15. Discuss the principles and objectives of Authoritarian Media Theory and its implications for media ownership, control, and censorship.
(CO3) [Comprehension]
16. Discuss how the Essentials of Communication theory elucidate the fundamental elements necessary for effective communication across various contexts.
(CO4) [Comprehension]
17. How does the Uses and Gratification Theory, as proposed by Blumer, J. G., & Katz, E., contribute to understanding audience motivations and media consumption patterns?
(CO5) [Comprehension]
18. Explain the key principles of the Soviet-Communist Media Theory and its approach to media ownership and control.
(CO4) [Comprehension]
19. Explain David Berlo's SMCR Model of communication and its components.
(CO2) [Comprehension]
20. Discuss the significance of non-linear models, such as Frank Dance's Helical Model and Westley and MacLean's Conceptual Model, in contemporary communication studies.
(CO2) [Comprehension]
21. What is Selective Perception Theory and how does it influence individuals' interpretation of information? Give an example of Selective Perception in action, either from personal experience or a real-world scenario.
(CO4) [Comprehension]
22. Explain the components of the SMCR model of communication and describe how each component contributes to the communication process.
(CO2) [Comprehension]

PART C

ANSWER ANY 2 QUESTIONS

2Q X 20M =40M

23. Imagine you are a media consultant in a country that strictly follows the Authoritarian Media Theory. The government controls all media outlets and enforces stringent regulations to ensure that the media aligns with state policies and interests. Recently, the government has decided to launch a new national campaign to promote a significant public health initiative.

Task:

1. Design a Media Strategy:

- Develop a comprehensive media strategy for the public health initiative, considering the constraints and principles of the Authoritarian Media Theory.
- Explain how you would ensure that the campaign's messages are effectively disseminated while maintaining government control and avoiding any dissenting opinions.

2. Address Potential Challenges:

- Identify at least three potential challenges you might face in implementing this strategy within an authoritarian media environment.
- Propose solutions to each of these challenges, ensuring that your solutions adhere to the principles of the Authoritarian Media Theory.

3. Evaluate the Impact:

- Discuss the potential impact of this media strategy on public perception and behavior.
- Consider how the controlled media environment might affect the campaign's success and public trust.

(CO5) [Application]

24. Your task is to create a media campaign for a streaming service based on the Uses and Gratification Theory.

Task 1: (8 marks)

Explain the Uses and Gratification Theory and how it affects people's media choices.

Task 2: (6 marks)

Suggest three campaign elements that match the theory. Explain how each one meets users' media needs.

Task 3: (6 marks)

Pick one element from Task 2 and outline how you'd include it in the campaign. Describe the message, where it'd be shown, who it's for, and how to handle any issues.

Note:

- Keep it clear and simple.
- Give examples to support your ideas.
- Think about how the campaign can help users get what they want from media.

(CO5) [Application]

25.

Explain David Berlo's SMCR Model of communication in detail, highlighting its key components and principles. Discuss the relevance and applicability of the model in contemporary communication contexts, providing examples to support your discussion.

(CO2) [Application]