

Time: 2½ hrs.

- Note: 1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.
3. Draw neat diagram wherever necessary.

Q.1 Explain the following concepts. (Anyfive)**(15)**

- (a) Media Distribution
- (b) Digital Divide
- (c) Technological Determinism
- (d) Prosumer
- (e) Passive Audience
- (f) Media Consumer
- (g) Citizen Journalist
- (h) Media literacy

**Q.2 Answer the following questions.****(15)**

- (a) List and explain 6 assumptions of Mass Society Theory and state the role of media in it.
- (b) "Modelling from the Mass Media is an efficient way to learn a wide range of behaviours and solutions to problems". Explain the given statement

OR**Q.2 Answer the following questions.****(15)**

- (a) Write a detailed note on the Magic Bullet Theory with suitable examples.
- (b) Explain the social Responsibility Theory with suitable examples.

Q.3 Answer the following questions.**(15)**

- (a) According to Marshall McLuhan, "The medium is the message". Explain the statement with reference to importance of social media.
- (b) Define Media Studies. State its significance and implications on society.

OR**Q.3 Answer the following questions.****(15)**

- (a) Explain the Libertarian Theory of media along with its strengths and weaknesses.
- (b) Differentiate between New Media and Old Media with suitable examples.

Q.4 Answer the following questions.**(15)**

- (a) Elaborate on the Agenda Setting Theory with suitable examples
- (b) Explain how Uses And Gratification Theory may be applied to the medium of internet.

OR**Q.4 Answer the following questions.****(15)**

- (a) Explain Participatory Culture with reference to the contemporary society.
- (b) Comment on Carl Hoveland's Attitude Change Theory with suitable examples

Q.5 Write a short note.(Any three)**(15)**

- (a) Information Flow Theory
- (b) Mass Society
- (c) Communist Media Theory
- (d) Black Propaganda
- (e) Three waves of Feminism

---X---