

1056

P.G. Diploma in Mass Communication 2<sup>nd</sup> Semester

PGDMC-106: Introduction to Mass Communication

Time Allowed: 3 hours

Max. Marks: 100

*Note: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each unit.*

\*\*\*\*

I. Attempt any five of the following in 75-100 words each :-

- a) Define Agenda setting.
- b) Chapel Hill Study.
- c) Cognitive needs.
- d) Personal integration needs.
- e) Radio as mass medium.
- f) Street Play.
- g) Libertarian Theory.
- h) TV as idiot box.
- i) Media as a multiplier.
- j) Commercialization of media.

(5x4)

**UNIT-I**

II. Critically examine Agenda setting theory.

(20)

III. What is Uses and Gratification Theory? How this theory is different from other theories? Discuss.

(20)

**UNIT-II**

IV. Discuss "Television as a mass medium in India".

(20)

V. What are the basic characteristics of traditional media? Discuss.

(20)

**UNIT-III**

VI. Discuss Authoritarian Theory in detail.

(20)

VII. Discuss the importance of Social Responsibility Theory.

(20)

**UNIT-IV**

VIII. What is Totalitarian Theory? What is its relevance today? Discuss.

(20)

IX. Critically examine participant media hypothesis.

(20)

\*\*\*\*

(6223)