

29/9/14

Library
NOIOAEM

Sybm m (E)
Media Studies

Duration: 2.30 Min
All questions are compulsory.

Total Marks: 75

Q.1) Explain Four Eras of mass communication. 15

Q.2) Explain role of media society. 15

OR

Q.2 a) Discuss Critical analysis. 8

Q.2 b) Explain Gatekeeping theory with suitable examples. 7

Q.3 a) Write note on Paul Lazarsfeld and Two step flow theory. 8

Q.3 b) Explain Political economic theory with suitable examples. 7

OR

Q.3 a) Write note on Marxist media theory. 8

Q.3 b) Describe types of Audience. 7

Q.4) Explain Four concepts of media theories. 15

OR

Q.4 a) Discuss Attitude Change theory. 8

Q.4 b) Describe Agenda Setting theory with examples. 7

Q.5) Write short notes on Any Three 15

a) Symbolic Interaction theory

b) Max Weber

c) Social Construction of reality

d) British cultural theory

e) Uses and Gratification approach