

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

M.A (JAMC) (2019 Batch) (Sem.-2)
COMMUNICATION : THEORY AND PRACTICE

Subject Code : MAJMC-204-18

M.Code : 76039

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Subsection
3. Each question carries TWELVE marks.

SECTION-A

1. Define Social Institution. Discuss the role of media as a social institution.
2. Explain the following :
 - a) Concept of Mass Society
 - b) Media Imperialism
 - c) Multinational ownership of media.

SECTION-B

3. Explain Functionalist theory of media in detail.
4. Write an elaborate note on 'concept of cultural hegemony and its relation to Marxist Theory'.

SECTION-C

5. Write an essay on 'Media goods and Media economics'.
6. Define ownership patterns of media. Discuss various types of ownership patterns of mass media.

SECTION-D

7. Critically evaluate the representation of children by Indian electronic media.
8. Write a note on :
 - a) Gatekeeping concept of mass media.
 - b) Spiral of silence
 - c) Examples of agenda setting theory.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.