



Date: 05-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A**Answer ANY FOUR of the following****4 x 10 = 40 Marks**

1. Define mass communication and explain its key characteristics.
2. Discuss the agenda-setting theory of mass media.
3. Explain the concept of media convergence with examples.
4. How does media ownership impact media content and diversity?
5. Discuss the role of social media in shaping public opinion.
6. Explain the difference between traditional media and new media.
7. What is cultural imperialism thesis in mass communication?
8. Explain the term "media literacy" and its significance in contemporary society.

SECTION B**Answer ANY THREE of the following****3 x 20 = 60 Marks**

9. Critically analyse the role of mass media in the process of political socialization.
10. Examine the impact of globalization on mass media and cultural identity.
11. Explain the concept of the public sphere and assess the role of mass media in democratic societies.
12. Elaborate on the various forms of media in contemporary society with examples.
13. Discuss the impact of digital media on traditional forms of journalism.
14. Evaluate the role of mass media in social movements and activism in modern society with suitable examples.
