

M.Phil (M.M.C.J.) Examination
602 Advance Media Theories Paper-II
May-2017

Time : 3 Hours]

[Max. Marks : 70

- Q. 1 Why media theories are associated with many disciplines? How? Explain with suitable example. 14
OR
Q.1 Why Indian theories of media are important? Give logical justification.
- Q.2 Which are the original four theories of press? 14
OR
Q.2 Give the suitable example of Agenda Setting theory.
- Q.3 Explain the diffusion of innovation theory in detail. 14
OR
Q.3 Explain the cultivation theory in detail.
- Q.4 Explain the two step flow of theory with suitable example. 14
OR
Q.4 What is 'Gate Keeping'? Explain in detail – write on paradigm shift.
- Q.5 Write short notes (Any two) 14
1. Development media theory
 2. Audience theory
 3. Relevance maxiest theory
 4. History of media theories
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