

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
FIRST SEMESTER

Sub: Communication Theory and Practices (MADPR 22-101)

Date : 21/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q.1. Answer the following. (Any One) (15)

A. Explain the complex nature of Audiencehood while examining the concept of 'Mass Media Audience'.

OR

B. Explain the difference between 'Theory' and 'Model'. Describe any Two models of Communication.

Q. 2. Write short notes. (Any Three) (15)

1. Normative Media Theories
2. Cognitive Dissonance
3. Uses and Gratifications Approach
4. Characteristics of Mass Communication

Q.3 Open Ended Question (10)

Explain how and why media set agendas. Give suitable examples of how Indian Media set agenda during elections.
