

31-5-013



DOON UNIVERSITY, DEHRADUN
Semester Final Examinations-Second Semester- 2013
School of Communication

M.A in Communication
Course: COMM-502, Mass Media and Society

Time Allowed: 3 Hours

Maximum Marks: 50

Note: Attempt All Questions from Sections A,B,C.

SECTION A (Very Short Answer Type Questions to be answered in about 80-100 words)

(20 marks)

Write in brief about (Attempt any 5):

1. Beware Surveillance
2. IPL
3. Spiral of Silence
4. AAP
5. Socialization
6. Media Logic
7. Mobile Parenting

SECTION B (Short Answer Type Questions to be answered in about 400-500 words.)

Attempt any 2

(15 Marks)

1. What are key points in the cultural approach of Frankfurt School about mass media studies?
2. How do people use the mass media? What are the public needs satisfied by the media?
3. What do you mean by Media Effects? Describe the types of Media Effects in detail?

SECTION C: (Long Answer type Questions to be answered in 600-700 words)

15 marks

Attempt any one

1. Write an essay on the cultural impact of TV on society with suitable examples?
2. Compare the content of entertainment programming presented in three main TV entertainment channels during the 7pm to 10pm time slot ? What conclusions are you able to draw?