

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS - MAJMC

SET-2*Backlog Examination (2025 Pattern) April – 2026 - Semester – I***Subject Name: Mass Communication: Theories & Practice****Max. Marks: 50****Subject Code: 25MMC101T****Time: 2.30 Hours****Instructions**

- All questions are compulsory
- All questions carry equal marks
- Give examples where necessary

CO #	Cognitive Ability	Course Outcome
CO1	Remember	Explain major theories of mass communication and their evolution
CO2	Understand	Identify key communication models and their relevance to media processes
CO3	Apply	Analyze the impact of mass media on society using theoretical perspectives
CO4	Analyse	Apply communication theories to evaluate media content and practices.
CO5	Evaluate	Compare different theoretical approaches to media effects and audience behavior.

Q1.	Attempt any 1 out of 2 (10 Marks) a. Discuss the basic elements of communication with examples. b. Examine the role of symbols in communication.	CO1
Q2.	Attempt any 1 out of 2 (10 Marks) a. Discuss the concept of 'Mass' and 'Mass Society' in relation to media. b. Explain journalism as an important part of mass communication.	CO2
Q3.	Attempt any 1 out of 2 (10 Marks) a. Describe Berlo's SMCR model of communication and its application. b. Explain Dance's Helical Model of communication and its application.	CO3
Q4.	Attempt any 1 out of 2 (10 Marks) a. Analyze the concept of Agenda Setting in media. b. Analyze the Hypodermic Needle Theory with examples.	CO4
Q5.	Attempt any 1 out of 2 (10 Marks) a. Evaluate Cultivation theory with reference to television. b. Evaluate mass persuasion in political contexts.	CO5
