

# INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS - BAJMC

SET-2

Term End Examination (2025 Pattern) December – 2025 - Semester – I

**Subject Name:** Introduction to Mass Communication  
**Subject Code:** 25JMC101T

**Max. Marks:** 50  
**Time:** 2.5 Hrs.

## Instructions

- All Questions are compulsory
- Each question carries equal marks (10 marks)
- Give examples where required

CO #	Cognitive Ability	Course Outcome
CO1	Remember	Students will define key forms of communication and mass media.
CO2	Understand	Students will explain and apply classical and modern communication models, including McLuhan's theories.
CO3	Apply	Students will trace and critique the historical evolution of media and journalism in India.
CO4	Analyse	Students will analyze media content using mass communication, cultural, and media-effects theories.
CO5	Evaluate	Students will evaluate the societal, ideological, ethical, and legal dimensions of mass media

Q1.	<b>Attempt any 1 out of 2 Questions (10 Marks)</b> a. Discuss the elements, barriers, and filters in the communication process with relevant examples. b. Explain interpersonal communication dynamics and its role in relationship building.	CO1
Q2.	<b>Attempt any 1 out of 2 Questions (10 Marks)</b> a. Evaluate McLuhan's theories: "Medium is the Message" and "Global Village" in contemporary media context. b. What is the impact of industrial and digital revolutions on mass communication?	CO2
Q3.	<b>Attempt any 1 out of 2 Questions (10 Marks)</b> a. Discuss the concept of cultural hegemony and ideological influence of media with reference to the Frankfurt School. b. Discuss Manufacturing Consent theory and its implications for media control.	CO3

Q4.	<b>Attempt any 1 out of 2 Questions (10 Marks)</b> a. Analyze the concept of Public Sphere by Habermas's and its significance. b. Analyze the Comparison between folk culture and mass culture from cultural studies perspective.	CO4
Q5.	<b>Attempt any 1 out of 2 Questions (10 Marks)</b> a. Evaluate the concept Freedom of Speech b. Evaluate the role of regulatory bodies in ensuring media ethics in India.	CO5

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