

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS - MAJMC

SET-1

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

Subject Name: Mass communication: Theories & Practice

Max. Marks: 50

Subject Code: 25MMC101T

Time: 2.5 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 a. Discuss language as a key factor in communication processes. b. Explain the barriers and noise in communication with real-world examples.	(10 Marks) CO1
Q2.	Attempt any 1 out of 2 a. Describe the process and characteristics of mass communication. b. Evaluate McLuhan's 'Global Village' concept in contemporary media.	(10 Marks) CO2
Q3.	Attempt any 1 out of 2 a. Discuss Schramm's model of communication with diagram. b. Discuss Spiral of Silence theory and its application	(10 Marks) CO3
Q4.	Attempt any 1 out of 2 a. Analyze the Westley and MacLean model of communication. b. Analyze the role of media as an ideological apparatus.	(10 Marks) CO4
Q5.	Attempt any 1 out of 2 a. Evaluate Digital cultures in contemporary communication. b. Evaluate modern propaganda techniques in digital media.	(10 Marks) CO5
