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Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, November 2022

First Degree Programme under CBCSS

Double Main Programme

English and Media Studies

Core Course

ENM 1441 : THEORIES AND RESEARCH METHODS OF MASS
COMMUNICATION

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the **ten** questions, each in **one** or **two** sentences

1. Opinion Leaders
2. Active Audience
3. Gatekeeping
4. Kinesics.
5. Propaganda.
6. Pure Research.
7. APA style
8. Construct.
9. Global village
10. Methodology.

(10 × 1 = 10 Marks)

P.T.O.



II. Write short notes, not exceeding **60** words, on any **eight** of the following

11. Briefly explain Public Sphere model.
12. What is Multi step flow model?
13. Describe Agenda Setting theory.
14. Explain Lasswell's model.
15. Explain the concept of Mass Society theory
16. Briefly explain Spiral of Silence theory.
17. What is Phatic Communication? Explain.
18. What is Media Ethnography?
19. What is SMCR model?
20. Explain Noise.
21. What is hypothesis?
22. Explain indicators in research.
23. Briefly explain the term population in research.
24. Mention the various stages of research process?
25. Explain stimulus response theory.
26. What is Research? Explain.

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding **120** words, on any **six** of the following

27. Explain the arguments of Uses and Gratifications theory.
28. What is Cognitive dissonance? Explain.



29. What are the differences between qualitative and quantitative research methodologies?
30. Write a note on Focus group discussions.
31. Explain the psychological perspectives of communication.
32. What is persuasive communication?
33. What is Individual Differences theory?
34. What is Social Learning theory? Explain.
35. Explain Semiotics.
36. What is Cultivation theory?
37. What are concepts in research? Explain.
38. What is the importance of interview as a research method?

(6 × 4 = 24 Marks)

IV. Write essays, each not exceeding **500** words, on any **two** of the following

39. Explain the Diffusion of innovations approach.
40. COVID pandemic has reduced the digital divide *in* the world. Do you agree? Why?
41. What are variables? Explain its types.
42. The public opinion is largely shaped by the media. Do you agree? Why?
43. Why is scientific research important in media studies?
44. What is sampling? What are the various types of sampling?

(2 × 15 = 30 Marks)



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