

Dr. Babasaheb Ambedkar Open University
Term End Examination January - 2026

Course	: DJMC	Date	: 03/03/2026
Subject Code	: DJMC-08	Time	: 03:00pm to 05:15pm
Subject Name	: Understanding Media, Mass Communication & Journalism	Duration	: 2.15 Hours
		Max. Marks	: 70

- Q-1** Define 'Mass Communication' and explain the various models of communication (Lass well, Shannon-Weaver) in detail. **14**

OR

Discuss the role and functions of Mass Media in a developing society like India.

- Q-2** Explain the 'Four Theories of the Press' (Normative Theories) and their relevance in the digital age. **14**

OR

Describe the process of 'Encoding' and 'Decoding' in communication. How does 'Noise' affect this process?

- Q-3** What is 'Mass Culture'? Explain how media influences the social and cultural values of a nation. **14**

OR

Discuss the 'Agenda Setting Theory' and 'Gate keeping' in the context of news selection

- Q-4** **Write Short Notes (Any two)** **14**

1. Characteristics of Mass Audience.
2. Feedback Mechanism in Mass Media.
3. Direct Effect Theory (Magic Bullet Theory).
4. Role of Media in Democracy.

- Q-5** **Select the correct option from the following questions. (Two marks each)** **14**

1. Which model of communication is known as the 'Linear Model'?
(A) Osgood-Schramm (B) Shannon-Weaver
(C) Newcomb (D) Dance's Helical
2. The term 'Global Village' was coined by:
(A) Wilbur Schramm (B) Marshall McLuhan
(C) Walter Lippmann (D) Harold Lass well
3. Which theory suggests that media has a direct and immediate effect on the audience?
(A) Cultivation Theory (B) Agenda Setting
(C) Magic Bullet Theory (D) Uses and Gratifications
4. In communication, the person who initiates the message is called:
(A) Receiver (B) Channel (C) Encoder (D) Decoder
5. 'Social Responsibility Theory' emerged from the report of:
(A) First Press Commission (B) Hutchins Commission
(C) Varghese Committee (D) Prasar Bharati
6. The process of filtering information before it reaches the audience is known as:
(A) Feedback (B) Gate keeping (C) Noise (D) Decoding
7. Which of the following is NOT a form of Mass Media?
(A) Newspaper (B) Television (C) Personal Diary (D) Cinema
