

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
End - Semester Examination, 2080

Subject: JMC 512- Communication and Media Theories

FM: 60

Level/program: Master (M.A)

Semester: I

Time: 3 Hours

PM: 30

Candidates are required to answer the questions in their own words as far as practicable.

Attempt ALL of the following Very Short Answer Questions.

10x1=10

1. Define media theory in a sentence.
2. What is gate keeping.
3. What is the meaning of dominant paradigm?
4. What is information society?
5. What is alternative and critical paradigm?
6. Define the functional theory of Media in a sentence.
7. List out any three examples of hot and cool media.
8. What is research?
9. What do you know about digital divide?
10. What is spiral of silence theory?

Attempt any THREE of the Following Short Questions.

3x8=24

11. What is diffusion theory?
12. Briefly explain the press as fourth estate in Nepalese media perspectives.
13. 'Mass media as an institution of society'. Justify the statement.
14. Explain Hutchins' Commission Report. How is it related with social responsibility theory of media?

Attempt any TWO of the Following Long Questions.

2x13 =26

15. What do you know about normative theories? Discuss the four theories of press.
16. Describe the Marxism and political economy. What kind of social responsibility would you see of Marxism theory? Explain in detail.
17. Describe the Frankfurt school and critical culture of theories. How are technology and culture interrelated? Explain.
