MAY 2023 **P/ID 36806/PJO2F**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Media Functions
2. Selective Exposure
3. Opinion Corridor
4. Filter Bubbles
5. Media Polarization
6. Schema
7. Cognitive Information Overload
8. Social Presence Theory
9. Social Informatics Approach
10. Deep Work
11. Communication by Design
12. Managing Digital Health

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Why is media literacy important in the digital age?

14. What are the main ideas behind Walter Lippmann's Theory of Public Opinion, and how relevant is it in the digital age?

15. How does the Limited Capacity Model explain cognitive processing limitations in communication?

16. What is the relationship between social media use and narcissistic tendencies?

17. What are the factors that influence media credibility and trust?

18. What are some varieties of media manipulation?

19. What are some common persuasive tactics used in advertising and marketing?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the functions of media in society including entertainment, information dissemination, and socialization.

21. Critically evaluate the Spiral of Silence theory, discussing its limitations and considering alternative explanations for silence in public discourse.

22. Discuss the implications of implicit bias for media effects.

23. Discuss Social Identity Theory in the context of online communities and how social identity impacts group dynamics and intergroup relations.

24. Discuss Cialdini's model of influence and its relevance in understanding persuasion.

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