MAY 2024 **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 convergence
2. Media literacy
3. Overton Window
4. Spiral of Silence
5. Hostile Media Effect
6. News, Frames
7. Persuasive Technologies
8. Fear of Missing Out (FOMO)
9. Social Identity
10. Behavioral Economics Approach
11. Cognitive dissonance
12. Technology dependency

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are the key elements of traditional models of mediated communication, and how have they evolved over time?

14. What is Agenda-Setting Theory and what is the difference between traditional and intermedia agenda setting?

15. What is Cognitive Information Overload and how does it affect decision-making in the digital age?

16. What is the Media Equations Theory and how does it explore human-computer interactions?

17. What is the difference between persuasion and propaganda?

18. What is the concept of communication by design and how does it relate to persuasive communication?

19. How does attitude change occur and what are the factors that influence it?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Discuss the impact of new media characteristics, such as interactivity and user – generated content, on audience engagement and media effects.

21. Discuss the evolution of the public nature of opinion in the digital age, analyzing the role of social media platforms and online communities.

22. Discuss the factors influencing media credibility and trust, considering the role of media literacy, journalistic integrity and public perceptions.

23. Explain the web third – person effect and its implications for social media use.

24. Discuss the role of propaganda in shaping public and its impact on society.
