Question No: 43 (Marks: 3)

What is diversification? Explain.

Cross-media ownership control by non-media companies, the combination of media companies and the internationalization of ownership have widened and deepened media concentration to an extraordinary degree.

Question No: 44 (Marks: 3)

What did McLuhan mean by Global village?

He suggested the *term Global village to refer to the new form of social organization that would inevitably emerge as instant, electronic media tied the entire world into one great social, political and cultural system.*

Question No: 45 (Marks: 3)

Discuss small group communication.

Small-group communication refers to the nature of communication that occurs in groups that are between 2 and 12 individuals.

Question No: 46 (Marks: 5)

Discuss the first empirical test of Lippmann's ideas about agenda setting.

Question No: 47 (Marks: 5)

Discuss the Windhall's perspective regarding uses and gratification theory.

Question No: 48 (Marks: 5)

What is information processing theory? Explain.

23. Instance of copycat crimes are grave extremes of priming. Discuss – 3

24. What do you know about term Paradigm shift? – 3

25. Explain social effects theory. – 3

26. Discuss the limitations of systems model highlighted by critics. – 5

1. **27. Rogers and other diffusion researchers have identified five separate innovation-adoption categories into which all peoples of societies will fall. Discuss any two in detail. - 5**
2. **What is a consumer society Explain. - 3 Marks**
3. **Resonance occurs when real world supports the distorted image of reality shown on television. Discuss. - 3 Marks**
4. **What is agenda-setting theory - 3 Marks**
5. **What is media literacy? - 3 Marks**
6.
7. **What is mass media Give examples of different categories of mass media. - 5 marks**
8. **Discuss the concept of false needs. 5 Marks**
9. **The two neo-marxist approaches to media studies are Frankfurt school and the Media Hegemony theory. Discuss them in detail. - 5 Marks**
10. **Noelle-Neumann identified six parts of working journalists' everyday lives as factors that produce consonance. Discuss those factors. - 5marks**

11. **Cultural differences could be a barrier against effective interpersonal communication. Explain. - 5 Marks**