M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025 Cycle)

MJM-030: MEDIA & COMMUNICATION THEORIES

Course Code: MJM-030

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-030/Jan25/Jul 25

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 600 words

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1. How do media platforms facilitate persuasive campaigns for social change? Support your answer with an example of any such recent campaign.

2. What is Social Comparison Theory, and how does social media influence it in everyday life? Give examples of recent news or events where social media has impacted social comparison.

3. Discuss the key assumptions of the Uses and Gratifications Theory and explain how they apply to modern media consumption.

4. How does media shape gender roles and identity in society? Give examples from films, advertisements, or news.

5. Write short notes on **any four** of the following (150 words each): (4x5=20)

    a. Resonance
    b. Global Village
    c. Chicago School
    d. Selective Retention
    e. Mean World Syndrome
    f. Media Hegemony

1. How do media platforms facilitate persuasive campaigns for social change? Support your answer with an example of any such recent campaign.

Answer

Media platforms can turn a social issue into a public conversation and then into visible action. Persuasion in this context is not simply giving information. It involves shaping attention, attitudes and behaviour through repeated messages, credible voices, emotional appeal and opportunities for participation. Earlier campaigns depended mainly on newspapers, radio, television and posters. Today, these channels work together with social media, messaging apps, websites, online video and influencers. Because people can receive, react to and redistribute the same message, a persuasive campaign can move rapidly from awareness to participation. Persuasion is stronger when the same central idea is adapted to the strengths of each platform. A television message can create broad awareness, a short video can demonstrate the desired behaviour, a news story can provide context, and a messaging app can carry a local reminder or event notice. This cross-platform consistency allows the campaign to repeat its core message without simply repeating the same format. Repetition builds familiarity, while variation keeps the communication useful for different audience groups.

Reaching and identifying the audience

A campaign first needs access to the people whose attitudes or behaviour it wants to influence. Mass media provide wide reach, while digital platforms allow more specific targeting according to age, location, language, interests and online behaviour. A public health message, for example, can be adapted for young people on Instagram or YouTube, for families through television and WhatsApp, and for local communities through regional media. This increases the chance that the message is seen in a form that feels relevant to the audience.

Framing the issue and setting priorities

Media do not only tell people that a problem exists; they also influence how the problem is understood. Through headlines, visuals, interviews, short videos and repeated themes, a campaign can frame an issue in terms of responsibility, urgency, hope or collective benefit. When the same concern appears across news reports, public service messages and social media posts, it can gain agenda value. People may begin to discuss it at home, in schools, workplaces and local