

Name(s) of postgraduate program(s)	Communication and Media Studies MA
Type of the exam	Oral
Name of the exam	Entrance exam
Duration of the exam	15 minutes
Method of the exam	personal, online
Short description of the exam	The oral exam is a first meeting and an opportunity for mutual self-introduction. The applicant might conceive the exam as a professional – but at the same time friendly – conversation; an exchange of ideas between the applicant and the committee about the applicant's motivations and the questions listed below.
Materials that can be used during the exam	n.a.
Recommended reading materials	Berger, C. R., Roloff, M. E. & Roskos-Ewoldsen, D. R. (Eds.). (2010). The Handbook of Communication Science (2nd ed.). Los Angeles: SAGE; Chapter 12: Persuasion, pp. 203–218; Chapter 15: Mass Media Effects, pp. 255–271; Chapter 19: Establishing and Maintaining Relationships, pp. 327–344

Topics	<p>1) What do functional theories view as the key to successful persuasion? Illustrate with some examples.</p> <p>2) Why are comparison processes regarded as the essence of persuasion in discrepancy models? Compare and contrast two approaches that belong to this category.</p> <p>3) How do cognitive models of persuasion describe the role of thinking, attention, motivation and resistance in attitude change?</p> <p>4) How do mood and emotional states influence the processing of persuasive messages? Describe some claims made by “hot process” theories of persuasion and their underlying rationale.</p> <p>Mass media effects</p> <p>5) How do mass media messages affect viewers' or readers' behaviour according to Bandura's Social Cognitive Theory?</p> <p>6) What does Gerbner's Cultivation Theory propose about the social reality beliefs of light vs heavy media content consumers? Has the theory received empirical support?</p> <p>7) What does the Uses & Gratifications paradigm hold about the role of individual choices in media consumption?</p> <p>8) How might consumers' view of reality be affected by information accessibility? Describe the critical claims of Framing Theory and Agenda Setting.</p> <p>Establishing and maintaining relationships</p> <p>9) How do some influential theories of relational communication describe the nature of initial interactions and the process of establishing a relationship? What are the fundamental propositions of Social Penetration Theory, Uncertainty Reduction Theory, and Predicted Outcome Value Theory?</p> <p>10) What has research revealed about the role of interpersonal communication in relationship development? Describe stage models of relationship</p>
Sample questions	see topics