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Sr. No. of Question Paper : 3046

Unique Paper Code : 2032181102

Name of the Paper : Introduction to Media and Communication

Name of the Course : Bachelor of Arts (Honours Course) Journalism

Semester : I

Duration : 3 Hours

Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper contains **two** parts. **Both** parts are compulsory.
3. Candidates have to answer **ALL** the questions from **Part A** and **ANY THREE** questions from **Part B**.
4. Questions in **Part A** carry **10** marks each and question in **Part B** carry **20** marks each.

P.T.O.

**Part A**

1. Describe the characteristics of Mass Communication?  
Elaborate on the role of technology in the growth of mass media.

**Or**

Explain normative theories of the press. According to you, which of them is relevant in understanding the contemporary media scenario according to you?

(10)

2. How does Selective Processes challenge the understanding of media as all powerful in directly influencing audience?

**Or**

Delineate the factors responsible for the emergence of Mass Society theory. Is the mass society framework useful in understanding media today? Discuss.

(10)

3. Ubiquity of digital media has changed the content and format of news and entertainment. Discuss with reference to platforms like twitter as source of news and OTT as sites of entertainment.

Or

Explain what is Cultivation Theory. Discuss the application of this theory with reference to media representation of violence citing suitable examples.  
(10)

**Part B**

4. How is Habermas' theory of a dynamic Public Sphere crucial for the maintenance of democracy? In the present context, evaluate the role of the media as Public Sphere.

Or

What is the ritual or expressive model of communication? Compare it with the transmission model.  
(20)

5. What are the linkages between engineering consent and manufacturing of public opinion through propaganda in the Direct Effects Paradigm?

Or

Explain the role of digital influencers with reference to two-step flow of information.  
(20)

P.T.O.

6. Critically examine the relevance of the theory of Spiral of Silence in contemporary times. Support your argument with suitable examples..'

**Or**

What is Agenda Setting theory? Explain with reference to the tools that the media utilize to set agenda for the public. (20)

7. Digital media has re-defined the speed of access to news globally. Elucidate the statement with examples.

**Or**

What are the key assumptions of the Direct Effects paradigm? Explain the methodological and theoretical limitations of this paradigm. (20)