

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2148

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Unique Paper Code : 2034002008

Name of the Paper : Introduction to Media Studies

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

Semester : III

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 question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer ALL the questions in Part A and ANY THREE questions in Part B.
4. Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

P.T.O.

PART A

1. Write a short note on any one :

(a) Public Opinion

(b) Noam Chomsky

(c) Ritual model

(d) Polysemic texts

Or

Discuss the publicity model with reference to advertising and marketing campaigns.

2. Different individuals interpret media texts differently. Explain with reference to the Individual Difference theory.

Or

Explain the different levels and forms of communication.

3. Who are digital influencers? Discuss their role in society with reference to the two-step flow of communication.

Or

Discuss the critique of the effects paradigm with reference to the emergence of the alternative paradigm.

PART B

4. Discuss mass communication and its process. What are the characteristics of mass communication?

Or

Transmission and Publicity models of communication do not consider the role of audience in the meaning-making process. In the light of this statement, compare and discuss both these models.

5. Delineate the social context in which Mass Society theory emerged. Critically comment on the assumptions of Mass Society Theory.

Or

Differentiate between verbal and non-verbal form of communication. Elaborate on the various forms of non-verbal communication with examples.

P.T.O.

6. Explain the Spiral of Silence theory. How can it be used to explicate the lack of diverse viewpoints in social debates today?

Or

Do you think Agenda setting theory is still relevant in current socio-political scenario? Illustrate with adequate examples.

7. What is Cultivation Theory? Explain with the help of scholarly work done in the area.

Or

How is Habermas's idea of the Public Sphere crucial for the maintenance of democracy? Evaluate the role of the media in a Public Sphere.