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Discuss the concept of mass communication and its characteristics. How is it different from other forms of communication? Elucidate with examples.

6. Non-verbal communication can supplement verbal forms of communication. Discuss.

Or

How have smartphones and the Internet reshaped media consumption and production?

7. What is the spiral of silence theory? How it can be used to explain the lack of diverse viewpoints in social debates today?

Or

Are media texts polysemic? Explain the active role of audiences in meaning-making as suggested in the Reception Model of communication.

(300)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5955

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Unique Paper Code : 2034001007

Name of the Paper : Introduction to Media Studies

Name of the Course : **Journalism : GE**

Semester : II

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 **two** parts. **Both** parts are **COMPULSORY**.
3. Candidates have to answer **All** questions in **PART A** and **Any 3** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each, while those in **PART B** carry **20** marks each.

P.T.O.

PART A

1. Write short notes on any **two** :

- (a) Reception Model
- (b) Digital Influencers
- (c) Selective Processes
- (d) Paralanguage

Or

Discuss Cultivation Theory with reference to media representation of violence.

2. Trace the historical context in which Mass society theory emerged. Comment on the assumptions of this theory.

Or

Selective processes is a useful framework to understand why media has limited effects. Discuss.

3. Discuss the role of digital influencers as opinion leaders in the contemporary scenario with relevant examples.

Or

What is Direct Effects Paradigm? Discuss the important assumptions of this framework.

PART B

4. Habermas's public sphere was crucial for the formation of public opinion in society. Evaluate the statement with reference to Twitter as a digital public sphere.

Or

The smartphone screen has transformed our mediation with the world. Discuss the embeddedness of the smartphone in everyday life with reference to production, consumption and dissemination of screen culture.

5. Do you agree that Agenda Setting is a useful concept despite its scope being restricted to micro-consequences of media on society? Substantiate your answer with examples.

Or