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OR

Discuss the significance of the Emergence of an Alternative Paradigm in mass communication studies, highlighting its critique of traditional effects theories and its contribution to media research.

7. Analyse the role of media in shaping modernity and its influence on contemporary culture.

OR

Discuss the evolution of the Public Sphere in the digital age and the challenges it faces with the rise of social media platforms.

(1000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3141

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Unique Paper Code : 2034002008

Name of the Paper : Introduction to Media Studies

Name of the Course : G.E. : Journalism

Semester : V

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.

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Part A

1. Explain the Publicity Model of communication and provide examples of how it is used in mass media.

OR

Define Mass Communication and discuss its significance in modern society.

2. Describe the Propaganda model and discuss its relevance in analysing media's influence on public opinion.

OR

Outline the concept of Agenda Setting and analyse its effects on public perception.

3. Discuss the impact of media on everyday social interactions and provide examples from contemporary media usage.

OR

Explain how normative theories of the press help shape media policy and practice?

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Part B

4. Critically analyze the different Forms of Communication and discuss their roles in both personal and mass communication.

OR

Compare and contrast the Transmission and Reception models, focusing on their strengths and limitations in media studies.

5. Examine the limitations of the Mass Society Theory and discuss how it paved the way for the development of alternative paradigms.

OR

Explain the Cultural Effects paradigm and evaluate its contribution to understanding the impact of media on culture.

6. Evaluate the role of Cultivation Analysis in understanding long-term media effects on audiences. How does this theory explain the shaping of social realities through media?

P.T.O.