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OR

- (b) Analyze the concept of media and the public sphere and its role in fostering public discourse and democracy.
7. (a) Elucidate on media's changing influence on public opinion and how it affects democratic governance using suitable examples from contemporary media coverage?

OR

- (b) Evaluate the influence of mass communication theories on understanding the societal impact of digital media and social networks.

(1000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2908. **I**

Unique Paper Code : 2034002008

Name of the Paper : Introduction to Media Studies

Name of the Course : **GE : English**

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.

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Part A

1. (a) With the help of suitable diagram describe the various levels of communication using suitable examples

OR

- (b) What are the key forms of communication, and how does each form contribute differently to the way that information is disseminated in society?

2. (a) In what ways does the Direct Effects paradigm explain the influence of media on audiences, particularly in relation to propaganda?

OR

- (b) Using relevant examples explain and discuss how the media can influence public opinion, according to agenda-setting theory?

3. (a) Discuss the relationship between media and modernity, focusing on the evolution of media's role in shaping modern cultural practices.

OR

- (b) How have advancements in media technologies transformed day to day communication practices and the consumption of information?

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Part B

4. (a) Enlist and explain the key components of the mass communication process, and discuss how do they interrelate to shape the flow of information?

OR

- (b) Compare and contrast the Transmission model and the Ritual or Expressive model of communication, highlighting their theoretical foundations and applications.

5. (a) Examine the Cultural Effects theory and discuss how it led to the emergence of an alternative paradigm in media studies using examples of Agenda Setting and Spiral of Silence theories.

OR

- (b) Elucidate on the critical evaluation of the effects paradigm in mass communication. Discuss its drawbacks and explain how alternative paradigms address these limitations.

6. (a) 'The Press must follow certain norms'. Comment? Describe the various normative theories of the press. Elucidate how these theories influence media practices and ethical considerations?

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