

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2082

I

Unique Paper Code : 6292101101

Name of the Paper : Communication, Media and
Society

Name of the Course : **B.A. (H) Multi-Media and
Mass Communication**

Semester : I DSC

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. Attempt any **five** questions.
3. **All** questions carry equal marks i.e. **18** marks each.

1. What are the fundamental components of the communication process, and how do they interact to ensure effective communication?
2. Compare and contrast the encoding-decoding theory of communication proposed by Stuart Hall with traditional communication models. How does Hall's theory shift our understanding of media messages and their interpretation?

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3. How do high-context and low-context cultural frameworks influence communication effectiveness? Discuss with examples.
4. How do dominant ideologies influence the framing of news and media content? What role do communication channels play in perpetuating or disrupting these ideologies?
5. Write short notes on any **three** of the following :
 - (a) Multimodality
 - (b) Communication as subversion
 - (c) Signifier and signified
 - (d) Magic Bullet Theory
6. How do normative theories of the press, including the authoritarian, libertarian, and social responsibility models, shape media ethics and accountability in respective societies?
7. What is agenda-setting theory, and how does it explain the media's role in influencing public perception?
8. Explain Wilbur Schramm's and George Gerbner's models of communication.