

This question paper contains 3 printed pages]

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S. No. of Question Paper : 2102

Unique Paper Code : 2032181102

Name of the Paper : Introduction to Media and Communication

Name of the Course : B.A. (Hons.) Journalism

Semester : I

Duration : 3 Hours

Maximum Marks : 90

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts. Both parts are compulsory.

Candidates have to answer *all* the questions in Part A and any *three* questions in Part B.

Questions in Part A carry 10 marks each and questions in Part B carry 20 marks each.

Part A

1. What is Mass Communication ? Describe the various levels and forms of communication with examples.

Or

Discuss the Normative Theories of the Press. How do these theories influence media functioning in democratic societies ?

2. Write short notes on any *two* :

- (a) Mass Society Theory
- (b) Propaganda in media
- (c) Digital influencers in the contemporary world.

P.T.O.

Or

Explain the Limited Effects Theory and discuss how individual differences influence media effects.

3. How does the Agenda Setting Theory shape public opinion ? Illustrate with relevant examples.

Or

Examine the Spiral of Silence Theory. How does it impact individuals' willingness to express their opinions in public ?

Part B

4. Compare and contrast the transmission model and the ritual model of communication. Which model, in your view, better addresses the role of media in modern society ?

Or

Discuss the role of media in the public sphere. How does it contribute to the formation of public opinion ?

5. Analyze the role of propaganda in shaping mass communication during political campaigns. Provide examples to support your answer.

Or

How have digital influencers impacted contemporary media and audience behavior ? Discuss with suitable examples.

6. Explain Cultivation Analysis and discuss how it relates to media's influence on society's perceptions of reality.

Or

Critique the Effects Paradigm. How did the emergence of an alternative paradigm change our understanding of media influence ?

7. What are the key challenges faced by mass media today in maintaining ethical standards ? Provide a detailed analysis with examples.

Or

Write notes on any *two* :

- (a) Reception model of communication
- (b) Cultural Effects Paradigm
- (c) Publicity model of communication.