

This question paper contains 2 printed pages]

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S. No. of Question Paper : 5081

Unique Paper Code : 6292101101

Name of the Paper : Communication, Media and Society

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

Type of the Paper : DSC

Semester : I

Duration : 3 Hours

Maximum Marks : 90

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

Attempt any five questions.

All questions carry equal marks i.e. 18 marks each.

1. Explain the encoding-decoding model proposed by Stuart Hall and contrast it with traditional communication models. Discuss its significance in understanding audience reception of media messages.
2. Discuss how verbal and non-verbal modes of communication function across various contexts such as intrapersonal, interpersonal, group, public, and mass communication settings.
3. Explain the link between dominant ideology and media framing. How do communication platforms either maintain or destabilize the prevailing worldview ?

P.T.O.

4. Define the fundamental concept of the "Sign" according to both Ferdinand de Saussure and Charles Sanders Peirce. Highlight its significance in Media communication.
5. What is the context of the Uses and Gratification Theory ? Explain how it helps analyse why audiences consume specific media content.
6. Explain the agenda-setting theory and discuss how it demonstrates the media's role in shaping public perception.
7. Explain the models of communication proposed by Wilbur Schramm and George Gerbner, with examples of their application.
8. Explain the concept of communication barriers and provide examples of how they occur in interpersonal, group and mass communication.