

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5190

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Unique Paper Code : 2032181102

Name of the Paper : Introduction to Media and Communication

Name of the Course : **Bachelor of Arts (Honours Course) Journalism**

Semester : I

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.

Part A

1. Explain the relationship between media and everyday life with suitable examples.

OR

Differentiate between forms of communication and levels of communication.

2. What are the key components of the mass communication process?

OR

Briefly discuss any two Normative Theories of the Press.

3. Define the concept of the public sphere and its relevance in modern democracies.

OR

P.T.O.

What is the transmission model of communication? Highlight its strengths and limitations.

Part B

4. Examine the evolution of communication as a discipline and its importance in shaping human interaction.

OR

Evaluate the role of mass communication in nation-building and public opinion formation.

5. Discuss the ritual or expressive model of communication. How does it differ from the Publicity model? Support your answer with examples.

OR

Explain the reception model of communication and its relevance to audience research in the digital era.

6. Discuss the Direct Effects theory of mass communication. How did early models like the Hypodermic Needle or Magic Bullet Theory conceptualise the audience and the influence of media messages? Support your answer with suitable examples.

OR

Explain the Limited Effects perspective in mass communication research. How did studies such as the Two-Step Flow Model and Personal Influence Theory challenge the assumptions of the direct effects model?

7. Critically analyse George Gerbner's Cultivation Theory. How does television shape audience perceptions of social reality? Discuss the concepts of mean world syndrome and mainstreaming with examples.

OR

Examine Elisabeth Noelle-Neumann's Spiral of Silence Theory. How does public opinion formation get influenced by fear of social isolation? Discuss its implications for political communication and social media environments.