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OR

- (b) Explain the concept of the digital public sphere and discuss how media and modernity contribute to its formation and transformation in contemporary society.

7. (a) Write detailed essays on any **TWO** :

- (i) Expressive Model of Communication
- (ii) Vocalics
- (iii) Technological Determinism

OR

- (b) How does a viral social media message influence people's opinions, and become part of their everyday discussions? Explain using ideas from communication models, media effects, and the public sphere.

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 13393 **K**

Unique Paper Code : 2034002008

Name of the Paper : Introduction to Media Studies

Name of the Course : G.E.

Semester :

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 **ANY THREE** 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) Explain the forms of communication and mass communication process with suitable examples.

OR

- (b) How do the publicity and reception models expand the traditional view of mass communication?

2. (a) How do limited-effects theories challenge the assumptions of direct-effects theories of mass communication?

OR

- (b) Discuss how Agenda Setting and Spiral of Silence contribute to understanding cultural effects of mass media.

3. (a) How do media technologies reshape everyday social practices in contemporary society?

OR

- (b) Explain the role of media in shaping the modern public sphere.

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PART-B

4. (a) Discuss the various levels and forms of communication, explaining how each level contributes to the overall communication process.

OR

- (b) Compare and contrast the transmission and reception models of communication. Explain how each model interprets the role and function of mass communication.

5. (a) Critically examine the direct-effects theories and explain how limited-effects theories challenged their assumptions. Support your answer with examples.

OR

- (b) Discuss Cultivation Analysis and highlight how it helped shift the focus from direct to long-term media influence.

6. (a) Analyze the Normative Theories of the Press critically. Discuss the contemporary relevance of these theories in the context of global journalism practices.

P.T.O.