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Explain how the development of media has been both a product and a driver of modernity, shaping public understanding of progress, individuality, and societal change.

6. Examine how the different communication models support or limit the ethical responsibilities of the press in democratic societies.

OR

Evaluate the modern role of media as a public sphere for audience in the digital age.

7. "The Publicity Model emphasizes visibility and attention, while the Reception Model focuses on audience interpretation and meaning-making." Comment on the statement and highlight difference between the two models.

OR

Explain the core ideas behind both the transmission model and the ritual model. Discuss how each model shapes the understanding of media's role in society and provide examples to highlight their differences.

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 13045 K

Unique Paper Code : 2034002008

Name of the Paper : Introduction to Media Studies

Name of the Course : **GENERIC**

Semester : I/III/V/VII

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.

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Part A

1. How do normative theories of the press relate to the concept of the public sphere in democratic societies?

OR

Compare and contrast the Transmission Model with the Ritual or Expressive Model of communication.

2. How do the levels of communication interact within the mass communication process, and what are the implications of these interactions?

OR

Discuss how media technologies influence the public sphere and contribute to the shaping of public opinion. Support your answer with suitable examples.

3. Examine the impact of Mass Society Theory and Propaganda as "Direct Effects" on public opinion.

OR

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Write short notes on any **TWO** of the following :

- (a) Agenda Setting
- (b) Spiral of Silence
- (c) Cultivation Analysis

Part B

4. Explain the concept of cultivation analysis and how prolonged media exposure can shape audience perceptions of reality.

OR

Provide an overview of the direct effects paradigm and discuss how it evolved into limited effects theories, including the Individual Difference Theory and Personal Influence Theory.

5. Describe the primary normative theories of the press and analyse their impact on creating an informed public sphere and fostering a space for rational debate in democratic societies.

OR

P.T.O.