

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6659

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Unique Paper Code : 2034001007

Name of the Paper : Introduction to Media Studies

Name of the Course : **GENERIC**

Semester : II

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 out of **four** in **Part B**.
4. Questions in **Part A** carry **10** marks each, and questions in **Part B** carry **20** marks each.

PART A

Q1. What are the various forms of Communication? Explain their importance with suitable examples.

OR

Define Transmission Model of Communication and illustrate it with a relevant diagram.

Q2. What do you understand by Mass Society Theory and how did it contribute in the early research on media effects.

OR

Differentiate between Individual Difference Theory and Personal Influence Theory.

P.T.O.

Q3. 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.

OR

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

PART B

Q4. How are Ritual, Publicity, and Reception models different from each other? Explain with the help of examples.

OR

Evaluate and critically analyze the role of forms and levels of communication in shaping mass media practice.

Q5. Discuss the emergence of the Cultural Effects paradigm as an alternative framework.

OR

Does Agenda Setting sufficiently explain how the media gatekeeps and frames events for the audiences? Critically discuss with suitable examples.

Q6. Analyze the impact of media technologies on everyday life and highlight the importance on communication patterns and culture.

OR

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

Q7. Discuss how mass communication theories help audience to interpret contemporary issues such as misinformation, polarization, and digital activism in this digital age.

OR

b) Discuss the interconnection between communication models, media effects, and the everyday life of audiences in the era of digital media and social media boom.