

(This question paper contains 2 printed pages)

Roll No.

Sl. No of Question Paper: 2921

Unique Paper Code: 1011101

F -1

Name of the Paper: Introduction to Media and Communication

Name of the Course: B. A. (Hons.) Journalism & Mass Communication (DC 1.1)

Semester: I

Duration: 3 Hours

Maximum Marks: 75

Instructions for Candidates

Write Your Roll No. on top immediately on receipt of this question paper

All questions carry equal marks

Answer one question from each section

1. What do you understand by the process of communication? Describe the various elements involved in this process. (15)

OR

Describe the importance of communication in our everyday life. How has the coming of internet technologies changed the process of communication?

2. What are the various levels of communication? Discuss the difference between group communication and mass communication. (15)

OR

Write an essay on normative theories. Which according to you is the most relevant normative theory in today's context?

3. What do you understand by Limited Effects Paradigm? Enumerate its importance in communication studies.

OR

What is agenda setting theory? Discuss with suitable examples.

4. Describe briefly the four models of communication. Which according to you is the most audience centric model? Give reasons for your answer. (15)

P.T.O

OR

What is the ritual or expressive model of communication? Compare it with the transmission model.

5. Write short notes on any *three* of the following:

- a) Kinesics in Non-verbal Communication
- b) Propaganda
- c) Individual difference Theory
- d) Cultivation Analysis
- e) Interpersonal Communication

(15)

OR

What is Agenda Setting theory? Discuss agenda setting in media in the context of the upcoming assembly elections in Delhi State.