

Sl. No. of Ques. Paper : 9002 **GC**  
Unique Paper Code : 11011108  
Name of Paper : Introduction to Media and Communication  
Name of Course : B.A. (Hons.) Journalism  
Semester : I  
Duration : 3 hours  
Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

*All questions are compulsory.*

1. How is everyday life structured around media consumption and production? Discuss with special reference to the role of social media. 15

*Or*

Internet has redefined the speed of access to news globally. Elaborate the statement with examples. 15

2. How is Habermas's idea of the Public Sphere crucial for the maintenance of democracy? In the present context evaluate the role of the media as a Public Sphere.

*Or*

Explain normative theories of the press. Which one do you think explains the contemporary media scenario best? Give a reasoned answer. 15

3. What are the linkages between engineering consent and manufacturing of public opinion through propaganda in the Direct Effects Paradigm? Explain them.

*Or*

Selective processes are a useful framework to understand why media has limited effects. Discuss the statement. 15

4. How does the media frame news? Discuss media's agenda-setting role with special reference to political issues.

*Or*

Critically comment on media effects paradigm. 15

5. Do you think media texts are polysemic? Discuss the different types of audience reception with reference to the Encoding/Decoding Model. 15

*Or*

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

- (a) Twitter

- (b) Non-verbal Communication
- (c) Cultivation Analysis
- (d) Ritual Model
- (e) Publicity Model.

7.5×2=15