

1/H-78 (i) (Syllabus-2015)

2 0 1 6

(October)

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Honours)

(Introduction to Mass Communication)

(MV-H-101)

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on any four of the following : 3×4=12
- (a) Reinforcement theory
 - (b) Barriers to communication process
 - (c) Gerbner model
 - (d) Media representations
 - (e) Functions of media texts

(2)

2. Elaborate on the Osgood and Schramm model of communication. 11

Or

Highlight the importance of ABX model of communication in maintaining equilibrium in family relationship. 11

3. Define communication. What are different levels of communication? 5+6=11

Or

Write briefly on the role of sender, receiver, channel, message and feedback in the communication process. 11

4. Discuss the agenda setting and gatekeeping functions of the media. 5+6=11

Or

Discuss cultural homogenization and its effects on ownership of the media. 11

(3)

5. Which interpretational mode concentrates on the social, economic and political factors that shape representations in texts? Use an example to substantiate your answer. 6+5=11

Or

How has violence become an integral part of the media today? Should representation of violence be banned from the mass media? Justify with valid reasons. 6+5=11
