

1/H-82 (ii) (Syllabus-2015)

2 0 1 7

(October)

MEDIA TECHNOLOGIES

(Honours)

(Communication Theory and Research)

(MTH-102)

Marks : 56

Time : 3 hours

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

1. Answer the following questions : 3×4=12

- (a) What are the characteristics of an authoritarian media system?**
- (b) How can feedback serve as a feed forward in the communication process?**
- (c) Write a short note on the ABX model of communication.**
- (d) What is audience research?**

(2)

2. Explain the different types of Non-verbal communication. 11

Or

Explain the different functions of mass communication.

3. Explain how psychoanalytic theory can be used in the interpretation of media text. Support your answer by giving appropriate examples. 11

Or

Discuss in detail the different functions of an artistic text.

4. What is your understanding of the cultural imperialism theory? In an era of globalization, do you think that the media still falls prey to the cultural imperialism effect? Support your answer with examples. 5+6=11

Or

With examples from the media, discuss how the media set our agendas and drag our attention to their representations. 11

(Continued)

(3)

5. Discuss the need and relevance of mass media research in today's context. With the help of a sketch, discuss the various stages of a research design. 5+6=11

Or

What is sampling? Discuss the different types of research sampling. 5+6=11
