

Course No: MCNM-403
Max. Marks: 100 Marks

Title: Media Discourse
Max. Time: 3 hours

Section A- Each part of this question carries one mark.

1x10=10

Q1 The Shannon Weaver modal of communication is :

- A. Modular
- B. Mathematical
- C. Linear
- D. Non-linear

Q2 Which of the following is an important factor in Noam Chomsky's propaganda modal ?

- (A) Source
- (B) Advertising codes
- (C) Self regulation
- (D) Regulatory environment

Q3 During whose viceroyalty was the "Repressive Act" also known as the 'Gagging Act' passed.

- A. Lord Canning
- B. Lord Lytton
- C. Lord Ripon
- D. Lord Morley

Q4 Who coined the term 'Agenda Setting Theory'.

- A) Habermas
- B) McLuhan
- C) Maxwell McCombs
- D) Noam Chomsky

Q5 Identify the association that is correct.

- (A) Daniel Lerner-Cultivation
- (B) Wilbur schramm -Diffusion of Innovation
- (C) Elihu Katz - Uses and Gratification Theory
- (D) Raymond Williams- Grammatology

Q6 Who authored 'Medium is the message'

- (A) Dallas Smythe
- (B) J.H. Altshull
- (C) M.McLuhan
- (D) F.L.Yotard

Q7 The concept of Flak was constructed by

- (A) John Fiske
- (B) E. Durkheim
- (C) Noam Chomsky
- (D) Leon Festinger

Q8 The two member sub-committee set up by the Press Council of India to examine paid news scandal, comprised

- A. Chandan Mitra and Ram Bahadur Rai
- B. Chandan Mitra and Prananjay Guha Thakurta
- C. P.Sainath and Aroon Puri
- D. K.Sreenivas Reddy and Prananjay Guha Thakurta

- Q9 The source – message – receiver modal of communication was devised by
(A) Shannon and Weaver
(B) David Berlo
(C) Wilbur Schramm
(D) Aristotle

- Q10 The source – message – channel – receiver model of communication was devised by
(A) Shannon and Weaver
(B) David Berlo
(C) Wilbur Schramm
(D) Westley and McLean

Section B - Answer any five questions

6x5=30

Each question in this Section carries six marks.

- Q2) Define word "Medium is The Message".
Q3) Explain, Aristotle Modal of Communication.
Q4) Short notes: Cultivation Theory
Q5) Short notes: Public Opinion
Q6) Explain, Agenda Setting theory
Q7) Short notes: Paid News Syndrome
Q8) Explain, SMCR modal of Communication

Section C

12x5=60

Each question in this Section carries eleven marks.

- Q9) a) Discuss the increasing media business in Indian from the perspective of critical political economy .

or

- b) Debates between regulation vs self – regulation ?

- Q10) a) How does different ideologies help understand communication discourse ?
Write your answer with examples.

or

- b) Write an essay on Role of Media in Conflict States .

- Q11) a) Conflicts get the TRPs for the media. Does media contribute in creating conflicts ? Discuss critically .

Or

- b) Define Propaganda. Does it always portray a negative picture ?

- Q12) a) Corporatisation of media ethics and marketisation of media morality have been debated upon in media circles. Examine the issue in relation to the paid news syndrome recently observed in Indian media.

Or

- b) Press laws should keep a check on irresponsible journalism, yet ensure total freedom of free expression, debate, discussion and dissent .Do you agree? Give reasons to support your answer.

- Q13) a) Do you think Indian Media is highly gendered .Express your views with argument.

Or

- b) Write an essay on , Media Ethics in the age of globalization. Express your views .