

This paper consists of three Sections—A, B and C

SECTION - A

Q.1) Choose the correct answer from the following. Each question carries ONE & half Mark. 10x1.5=15

- (i) Oculistics refers to.....
- a) Touch
 - b) Paralanguage
 - c) Eye Contact
 - d) Body Movement
- (ii) Tamil belongs to.....
- a) Afro-Asiatic
 - b) Dravidian
 - c) Indo-European
 - d) None of these
- (iii) Who introduced the concept of Gatekeeper?
- a) Osgood & Schramm
 - b) Westley & McLean
 - c) Shannon & Weaver
 - d) None of these
- (iv) 'Inclusion of an "interpreter" is as an abstract representation of the problem of meaning.' This statement relates to....
- a) Berlo's Model
 - b) Dance's Model
 - c) Schramm's Model
 - d) Lasswell's Model
- (v) Long term communication effect is associated with....
- a) Magic Bullet
 - b) Cultivation
 - c) Hypodermic needle
 - d) None of these
- (vi) Which theory deals with opinion leaders?
- a) Magic Bullet
 - b) Cultivation
 - c) Two Step Flow
 - d) All of these
- (vii) 'Aura' is associated with....
- a) Herbert Marcuse
 - b) Walter Benjamin
 - b) Gramsci
 - d) Raymond Williams
- (viii) ISA stands for....
- a) Ideological State Apparatus
 - b) Pakistani Intelligence Service
 - c) Indian Archaeological Survey
 - d) None of these
- (ix) Deconstruction can be used in
- a) Meaning
 - b) Text
 - c) Context
 - d) All of these
- (x) Epic of Gilgamesh is....
- a) Indian
 - b) Chinese
 - c) Roman
 - d) Sumerian

Section B - (Short Answers: Attempt all questions. Each question carries 8 marks)

8x5=40

Q.2 What is intra-personal communication? Explain with examples.

Or

Discuss Aristotle's Rhetoric.

Q.3 Explain the difference between Two Step Flow and Cultivation theory.

Or

Explain the functions of Lasswell's Chain of Communication?

Q.4 What is MacLuhan's Tetrad? Explain with suitable examples.

Or

Explain Uses and Gratification.

Q.5 Explain Gramscian concept of Hegemony with suitable examples.

Or

What is the relevance of 'aura' in mechanical art?

Q.6 Explain the difference between Langue and Parole.

Or

Discuss Derrida's Deconstruction in the context of media.

SECTION- C (Essay Type: Answer any three questions. Each question carries 15 marks. 3x15=45)

Q.10 What are different forms and types of Communication? Give suitable examples.

Q.11 Explain at least five models of communication with appropriate examples.

Q.12 What is Global Village? In what ways India is a part of this technological manoeuvring?

Q.13 Explain 'Manufacturing Consent' with suitable examples.

Q.14 Explain Barthes' order of signification in the context of current media landscape.