

Exam. Code : 216403

Subject Code : 6023

M.A. English Semester—III

XV(i) : COMMUNICATION STUDIES

Time Allowed—3 Hours]

[Maximum Marks—80

SECTION—A

I. Attempt any **SIX** of the following :

- (1) What do you understand by 'digital media' ?
- (2) What is the motivation for something to appear in a film ?
- (3) Stuart Hall describes audience reactions in terms of 'reading' a text and distinguishes three main types. Explain these three types of audience reaction.
- (4) Explain methods of cooperation commonly used in business.
- (5) Explain factors at play in intercultural communication.
- (6) Briefly explain Lasswell's model of communication.
- (7) Explain metaphor as a rhetorical device.
- (8) How does Saussure describe linguistic sign ? Give examples to illustrate your answer. $4 \times 6 = 24$

SECTION-B

- II. What are the five stages, according to Everett Rogers, for diffusion of 'innovations' ?

OR

Explain Montage theory of film. 14

- III. Explain the relationship, if any, between mass media communication and human behaviour in society.

OR

What is information management ? Explain the process of knowledge/information acquisition. 14

- IV. Explain Actantial model of narrative.

OR

Explain the elements involved in a communicative interaction. 14

- V. Explain Roman Jakobson's model of communication.

OR

Explain content analysis as a method for text analysis. 14