

Exam. Code : 216403

Subject Code : 6526

M.A. (English) 3<sup>rd</sup> Semester  
COMMUNICATION STUDIES

Paper—XV, Opt. (i)

Time Allowed—Three Hours] [Maximum Marks—80

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

- (a) Define interpersonal communication as a field of communication studies.
- (b) What, according to Jakobson, is 'referential' function of language ?
- (c) What do you mean by quantitative methods of media studies ?
- (d) What is 'metaphor' ?
- (e) Explain any three quality indicators of information.
- (f) Distinguish between 'public' and 'masses'.
- (g) Explain the role of lighting as a code of communication in films.
- (h) Explain 'digital media'. 4×6=24

- II. What do you understand by 'message distortion' ?  
Discuss reasons of message distortion and measures  
to minimize message distortion.

**OR**

Discuss 'ethno-methodology' as a qualitative approach  
to media studies. 14

- III. Discuss 'semantics' as one of the aspects of language  
relevant to communication.

**OR**

Write a note on narratology. 14

- IV. Discuss Thomas-Kilman mode of conflict assessing.

**OR**

Explain 'media effects' approach to mass media. 14

- V. Explain the four main areas which one should focus  
on when analyzing ideology in a film.

**OR**

Write a note on organization of cable stations. 14