

Note: All questions are compulsory.

All questions carry equal marks.

Q1. What is convergence of media? Explain cultural convergence with reference to any one channel providing space to the audience to create content. 15

Q2. Write short note on Narendra Modi as a political communicator 15

Or

A) Give example of one product which uses advertising and how it has changed over the years. 7

B) What was the impact factor when media reported "Surgical strike against Pakistan" 8

Q3. How has media portrayed Women? Explain with reference to any one television serial where a woman is the propagandist. 15

Or

A) Explain the gate keeping model With neat & clean diagram 7

B) Explain Natyashastra model with relevant examples 8

Q4. Explain the evolution of television in India with specific reference to Doordarshan 15

Or

A) What are the various barriers to communication? Can one overcome them? 7

B) What has been the impact of media on our culture? 8

Q.5 Write short notes on (any three) 15

A) Process of Communication

B) Outdoor advertising

C) Laswell Model of Communication with diagram

D) PR in India

E) History of films in India