

M.A. English 3rd Semester

COMMUNICATION STUDIES

Paper—XV Opt. (i)

Time Allowed—3 Hours]

[Maximum Marks—80

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

- (a) Define business communication as a field of communication studies.
 - (b) What, according to Jakobson, is 'poetic' function of language ?
 - (c) What do you mean by quantitative methods of media studies ?
 - (d) What is 'paradox' ?
 - (e) How does Habermas describe 'public sphere' ?
 - (f) Distinguish between 'group' and 'crowd'.
 - (g) Explain the notion of 'task roles'.
 - (h) Explain 'sequential collaboration' in business and industry contexts.
- 4×6=24

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

OR

What is content analysis ? Explain the steps in doing content analysis. 14

- III. Explain 'pragmatics' as one of the aspects of language relevant to communication.

OR

Explain A.J. Greimas's actantial model of narrative. 14

- IV. What do you understand by 'information management' ? Discuss socialization, externalization, combination and internalization as the processes of knowledge acquisition.

OR

Explain 'Uses and Gratification' approach to mass media. 14

- V. Discuss the term 'shot' as a code for communication in film.

OR

Discuss the power of internet as a communication medium. 14