



Date: 13-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

ANSWER ALL THE QUESTIONS

(10 x 2 = 20)

1. What are the types of media?
2. How would you define media saturation?
3. Who are consumers in the context of media studies?
4. What is visual coding in media analysis?
5. Define digital literacy.
6. Who are gatekeepers in the media industry, and what role do they play?
7. Explain the concept of critical autonomy in media consumption.
8. Discuss the role of realism in media content.
9. How does globalization impact the media industry?
10. What does it mean to view media as a consciousness industry?

SECTION – B

ANSWER ANY 4 QUESTIONS

(4 x 10 = 40)

11. What are the reasons for studying media and explain the importance of media literacy.
12. Discuss the dominant and subordinate ideology in the context of media analysis.
13. Explain the idea of the rhetoric of the image and how it influences media messages.
14. Describe the agenda-setting theory and its implications for media content.
15. Explain how media contributes to the formation of identity among individuals?
16. What is the cultural approach to studying the media?
17. Discuss media audience reception theory.
18. Analyze the major issues related to globalization in the media industry.

SECTION – C

ANSWER ANY 2 QUESTIONS

(2 x 20 = 40)

19. Discuss the impact of media on society, considering its influence on culture, politics, and public discourse.
20. Analyze the effectiveness of social media activism in bringing social changes.
21. What do you foresee as the future of mass media, considering technological advancements, and emerging media platforms?
22. Evaluate the effect of the camera and production crew on media content, such as framing, editing, and the portrayal of reality in visual media.

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