



Date: 03-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A – K1 (CO1)

| | | |
|----------|---|--------------------|
| 1 | Answer ALL the questions | (5 x 1 = 5) |
| 1 | Fill in the blanks | |
| a) | _____ is the chain that connects the senders and receivers. | |
| b) | One of Hall's seminal works is “_____ and _____ in the Television Discourse”. | |
| c) | In _____ culture old and new media collide. | |
| d) | _____ democracy gives people the right to participate in media. | |
| e) | _____ storytelling is the spread of story/content across multiple mediums. | |

SECTION A – K2 (CO1)

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|----------|---------------------------------|--------------------|
| 2 | Answer ALL the questions | (5 x 1 = 5) |
| 2 | Match the following | |
| a) | Network Society | - Jean Baudrillard |
| b) | Hyperreality | - Dallas Smythe |
| c) | Manufacturing consent | - MSS Pandian |
| d) | Audience Commodity | - Manuel Castells |
| e) | The Image trap | - Noam Chomsky |

SECTION B – K3 (CO2)

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| 3 | Answer any THREE of the following in 400 words each. | (3 x 10 = 30) |
| 4 | Identify the types of communication and the role of mass media in communication. | |
| 5 | Interpret Hall's proposed model of communication. | |
| 6 | Demonstrate your understanding of 'Manufacturing Consent'. | |
| 7 | Sketch out the role of media in change and development. | |
| | Illustrate the importance of media representation. | |

SECTION C – K4 (CO3)

| | | |
|----------|---|------------------------|
| 8 | Answer any TWO of the following in 600 words each. | (2 x 12.5 = 25) |
| 9 | Throw light on the spatio-temporal dimension of society. Examine its dynamics in regard to media. | |
| 10 | Demonstrate your understanding of culture industry with suitable examples. | |
| 11 | Examine internet activism and inspect the role of social media in mobilizations. | |
| | Discuss the correlation between cinema and society in the Indian context. | |

SECTION D – K5 (CO4)

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|-----------|---|----------------------|
| 12 | Answer any ONE of the following in 800 words | (1 x 15 = 15) |
| 13 | There is a convergence of old and new media today – Justify this statement with examples. | |
| | Delineate the evolution of mass media and evaluate its types, features and significance. | |

SECTION E – K6 (CO5)

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|-----------|---|----------------------|
| 14 | Answer any ONE of the following in 1000 words | (1 x 20 = 20) |
| 15 | Formulate your understanding of the Marxian idea of media with suitable examples. | |
| | Critically evaluate the role that media, especially films play in the construction of social reality. | |