

S.Y.B.M.M.
SEMESTER III
MEDIA STUDIES

TIME: 2 ½ HOURS

MARKS: 75

- NOTE: (1) Please check whether you have received right question paper.
(2) All questions are compulsory.
(3) Figures to the right indicate marks.

Q.1 (A) Discuss the relevance of Media Studies in the context of: (10)

(i) Stuart Hall's Theory

OR

(ii) Young people as consumers of Advertising Art

Q.1 (B) Explain any one of the following: (5)

(i) Uses and Gratification Theory

OR

(ii) Media and Diaspora

Q.2 (A) New Media theory with respect to: (8)

(i) OTT Platforms such as Amazon Prime, Zee5

OR

(ii) Social Media

Q.2 (B) Changes in Advertising in Magazine and how it has created an impact on: (7)

(i) Media and Consumerism

OR

(ii) Trends in Media

Q.3 (A) Discuss: (8)

(i) Division and Contradiction in the Global Information Infrastructure

OR

(ii) McLuhan – Medium is the message

Q.3 (B) Trends in Media with respect to: (7)

(i) TV

OR

(ii) Outdoor

Q.4 (A) Explain:

(8)

(i) Feminist Strategies of Detection in the present scenario.

OR

(ii) Propaganda Model

Q.4 (B) Justify

(7)

(i) Significance and relevance of Media Studies in contemporary times.

OR

(ii) Language and Media

Q.5 Write short notes on following: (any three)

(15)

(i) Cognitive Theory

(ii) Language and Technology

(iii) Patent and Trademark

(iv) Propaganda Model

(v) Two Step Flow Theory
