

SYBAMMC sem III Reg & A.T.K.T. Exam Oct-2022

12/10/22

Malini Kishor Sanghvi College of Commerce and Economics
Media Studies

Class: SYBAMMC Sem III Duration: 2hrs.30mins. (75 Marks)

Note: All questions are compulsory with internal choice

Q1) Explain the following (Any 5) (15 marks)

- A) Libertarian theory
- B) Caste system in India
- C) Hot media and cold media
- D) Propaganda
- E) Lasswell's communication model
- F) Racism
- G) Crowd mentality

Q2 A) What is social responsibility? Explain with example. (8 marks)

B) What is media development theory? (7 marks)

OR

C) What is hypodermic needle theory? Explain its features. (8 marks)

D) What is two step flow model? Explain with diagram and example. (7 marks)

Q3 A) What is agenda setting theory? (8 marks)

B) What is cultivation theory? (7 marks)

OR

C) Explain feminism. Why is feminism crucial in India? (8 marks)

D) Write a brief note on Queer representation in India (7 marks)

Q4 A) Explain Henry Jenkins Participatory culture. (8 marks)

B) Give a note on Internet as Public Sphere-Habermas on Twitter (7 marks)

OR

C) What is new media? Explain types, advantages and recent trends in new media. (15 marks)

Q5) Write short notes on: (any three) (15 marks)

- A) Stuart Hall's contribution to Birmingham School
- B) Technological Determinism
- C) Media bias
- D) Uses and gratification theory
- E) McLuhan's concept of global village in the age of Netflix