

S.Y.B.M.M - SEM III - A.T.K.T. - Feb' 20

Media
Studies

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

17.2.20



MARKS: 75

TIME: 2 ½ HOURS

- 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) Media and Diaspora

OR

(ii) Media and Consumerism

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

(i) Agenda Setting Theory

OR

(ii) Uses and Gratification Theory

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

(i) LinkedIn

OR

(ii) Instagram

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

(i) The New Man

OR

(ii) Intellectual Property Rights

Q.3 (A) Discuss: (8)

(i) Racist Ideologies

OR

(ii) McLuhan – Medium is the message

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

(i) Hoardings

OR

(ii) Outdoor



Q.4 (A) Explain:

(i) Media Power and Political Culture

(8)

OR

(ii) Feminist Strategies of Detection in the present scenario

Q.4 (B) Justify

(7)

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

OR

(ii) Discourse and Media

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

(15)

(i) Religion and Technology

(ii) Cognitive Theory

(iii) Copyright and Patent

(iv) Language and Technology

(v) Two Step Flow Theory
