

Media Studies.

Malini Kishor Sanghvi College of Commerce and Economics

Media Studies - 20.3.23

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) Two-step flow Model
- B) Class system in India
- C) The Frankfurt School
- D) Uses and gratification theory
- E) Libertarian theory
- F) Types of new media
- G) Media development theory



Q2 A) Explain the Magic Bullet theory. (8 marks)

B) Write a brief note on Raymond Williams view on technological Determinism (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)

Q3 A) Write a brief note on origin and meaning of propaganda. (8 marks)

B) Explain the cultivation theory. (7 marks)

OR

C) Explain Harold Lasswell's Communication model. (8 marks)

D) Explain Hovland's Attitude change theory (7 marks)

Q4 A) How does mass media affect our society? (8 marks)

B) Explain the cast system in India. (7 marks)

OR

C) Explain McLuhan's concept of global village in the age of Netflix. (8 marks)

D) Explain Henry Jenkins Participatory culture. (7 marks)

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

- A) Media bias
- B) Stuart Hall's view on cultural identity
- C) Social responsibility theory
- D) Agenda Setting theory
- E) Hot media and cold media