

SYBMM sem III Reg & A.T.K.T. Exam Oct-2019
16/10/19.

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



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) Young people as consumers of Advertising Art

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

(i) Agenda Setting Theory

OR

(ii) Two Step Flow Theory

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

(i) LinkedIn

OR

(ii) OTT Platforms such as Alt Balaji, SonyLiv

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

(i) The New Man

OR

(ii) Media and Consumerism

Q.3 (A) Discuss: (8)

(i) Division and Contradiction in the Global Information Infrastructure

OR

(ii) Racist Ideologies

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

(i) TV

OR

(ii) Newspaper

Q.4 (A) Explain:

(i) Media Power and Political Culture

OR

(ii) Advertising Magazine Culture and the New Man

(8)

Q.4 (B) Justify

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

OR

(ii) Language and Media

(7)

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

(i) Discourse and Technology

(ii) Copyright and Patent

(iii) Cognitive Theory

(iv) Uses and Gratification Theory

(v) Propaganda Model

(15)
