

Time: 2.30 Hours

Marks: 75

1. All questions are compulsory
2. Figures to the right indicate marks
3. Kindly support your answers with suitable examples

Q1.A. Discuss the relevance of Media Studies in the context of: (10)
(i) Racist ideologies OR (ii) Consumption of Advertising art by youth

Q 1 B. Explain any one of the following: (05)
(i) Uses & Gratification Theory
(ii) Two Step flow Theory

Q 2. Explain:
A. New Media theory with respect to: (08)
(i) Social Media OR (ii) OTT Platforms like Hot star or Netflix
B. The changes in Advertising in Magazines and how it has created an impact on: (07)
(i) The New Man OR (ii) Feminist Strategies of Detection in the present scenario

Q3 Discuss:
A. (i) Media & Consumerism OR (ii) Foucault's Power & Authority (08)
B. Trends in Media with respect to (07)
(i) Radio OR (ii) Print

Q4 .Explain:
A. (i) Media & Diaspora OR (ii) Propaganda Model (08)
B. (i) Marshall McLuhan's theory in the current times OR (ii) Religion & Media (07)

Q 5. Write Short Notes on: (any three) (15)
(i) Language & Media
(ii) Intellectual Property & New Media
(iii) Agenda Setting Theory
(iv) Discourse & Media
(v) Media Power & Political Culture
