

SYBAMMC/SEM III/EXT/MEDIA STUDIES

Time: 2½ hrs

Marks:75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.

Q.1 Explain the following concepts. (Any five) (15)

- (a) White Propaganda
- (b) Citizen Journalist
- (c) Word of mouth
- (d) New Media
- (e) Participatory Culture
- (f) Magic Bullet
- (g) Feminism
- (h) Opinion Leaders

Q.2 Answer the following questions. (15)

- (a) Explain the Social Responsibility Theory with suitable examples.
- (b) What do you understand by the term Propaganda? State the techniques of Propaganda.

OR

Q.2 Answer the following questions. (15)

- (c) Explain New Media Theory with reference to OTT platforms like Hotstar and Netflix.
- (d) Elaborate on the Agenda Setting Theory.

Q.3 Answer the following questions. (15)

- (a) "Modelling from the Mass Media is an efficient way to learn a wide range of behaviours and solutions to problems." Explain the given statement.
- (b) Comment on Carl Hoveland's Attitude Change Theory with suitable examples.

OR

Q.3 Answer the following questions. (15)

- (c) Describe the Stuart Hall encoding decoding model/circuit of culture.
- (d) Explain the Libertarian Theory of Media along with its strengths and weaknesses.

Q.4 Answer the following questions. (15)

- (a) Explain how uses and gratification theory may be applied to the medium of the internet.
- (b) Explain Mass Society Theory with the role of the media in it.

OR

Q.4 Answer the following questions. (15)

- (c) Explain the Two Step Flow Theory and state the importance of opinion leaders in the process of communication.

(d) What are the four effects of McLuhan's laws of media?

Q.5 Write a short note. (Any Three)

(15)

- (a)** Intellectual Property & New Media
- (b)** Grey Propaganda
- (c)** Mass Culture
- (d)** Media Power & Political Culture
- (e)** Moral Panic