



**QP CODE: 23146838**

**Reg No** : .....

**Name** : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, DECEMBER 2023**

**First Semester**

B.A Mass Communication and Journalism Model I

**Core Course - MC1CRT04 - METHODOLOGIES AND PERSPECTIVES OF MEDIA  
STUDIES**

2017 Admission Onwards

4985B3BD

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain the term Brain storming.
2. Define Propaganda.
3. Explain the concept of Immediacy.
4. Define Channel.
5. Define Random sampling.
6. Explain News magazine.
7. Define Sign.
8. Explain popular culture.
9. Recognise the personality Gouri Lankesh.
10. Explain Nirbhaya Campaign.
11. Film genres.
12. Explain hegemony.

(10×2=20)





### Part B

Answer any **six** questions.  
Each question carries **5** marks.

13. Explain mass media convergence.
14. Explain the concept of symbolic communication.
15. Explain development of media theories.
16. Explain the steps involved in the preparation of questionnaire.
17. Examine the benefits of logo.
18. Define Visual Language.
19. Analyse why certain images, signs, and colors gives certain messages to people?
20. Examine the level of gender inequality in the media profession.
21. Explain the difference between folk media and traditional media.

(6×5=30)

### Part C

Answer any **two** questions.  
Each question carries **15** marks.

22. Explain the social impact of Television.
23. Explain the different types of sampling methods.
24. Critically evaluate the need for bringing change in the preconcieved concept towards women in India. How media can contribute into it?
25. Critically evaluate the way in which women are represented in media and the way feminism is constructed in media.

(2×15=30)

