



21102598

QP CODE: 21102598

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) EXAMINATIONS, OCTOBER 2021**

**First Semester**

B.A Mass Communication and Journalism Model I

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

2017 Admission Onwards

5C36E71B

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Describe audience.
2. Define Gate keeping.
3. Define classified ads.
4. Explain Development communication.
5. Describe the term variables.
6. Explain News magazine.
7. Define Semiotics.
8. Define media monopoly.
9. Define Selective exposure.
10. Explain Persuasive communication.
11. Define Digital Device.
12. Describe media education.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Analyse the evolution of language.





14. Explain the role of media in society.
15. Define patriarchal communication.
16. Compare qualitative and quantitative research methods.
17. Examine the benefits of logo.
18. Define Visual Language.
19. Analyse why certain images, signs, and colors gives certain messages to people?
20. Inspect the role of media in women empowerment.
21. Describe how can the mass media contribute to the social development?

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Define new media. Explain how it influences the society?
23. Explain the different methods of conducting a research.
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)

