

2
Add.
XY9BFI

SyBmm
Intro. to media
Studies.

Max. Time : 2 ½ hrs.

Max. Marks: 75 Marks

1. Attempt all questions. (Q.1. is compulsory).

2. Figures to the right indicate full marks.

Q.1. Explain the following concepts (any 5) 15 marks

- a Commercial Influence of Media
- b Trends in media
- c Opinion leader
- d New media
- e Media and power
- f Religion and media
- g Intellectual property right

Q.2. Discuss agenda setting and uses and Gratification Theory of media studies . 15 marks

OR

Q.2. A) Discuss Michel Foucault's concept of Power and authority . 8 marks

B) Explain the relevance of media studies in contemporary times. 7 marks

Q.3. Discuss division and contradiction in global information Structure. 15 marks