Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: MDS2000 **Course Name:** Media Culture & Society

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Recall the early history of cinema.	5	CO1	BT1
2	Define mass culture.	5	CO1	BT1
3	Define the Political Economy of media institutions.	5	CO1	BT1

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Discuss how the evolution of radio and TV has significantly changed the media landscape.	10	CO1	BT1
5	Explain Manufacturing Consent according to Herman and Chomsky	10	CO1	BT2
6	Describe the idea of hegemony	10	CO1	BT1

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Explain the bias and stereotyping in media content with suitable examples.	20	CO2	BT2
8	Take the example of recent coverage of a news story, popular film, or web series. Examine how caste, class, and religion intersect in its representation.	20	CO2	BT3