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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : BAJ1018

Course Name : Sem II - BAJ1018 - Introduction to Media Studies

Program : BAJ

Date : 7-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
 - (ii) Question paper consists of 3 parts.
 - (iii) Scientific and non-programmable calculator are permitted.
 - (iv) Do not write any information on the question paper other than Roll Number.
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PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Give examples of the core areas of development communication?
(CO5) [Knowledge]
2. What is interpersonal communication?
(CO2) [Knowledge]
3. Communication involving one person is called?
(CO2) [Knowledge]
4. Give examples of folk dance forms?
(CO4) [Knowledge]
5. Give example of a campaign/propaganda where Radio was used for influencing the masses.
(CO1) [Knowledge]
6. What are the characteristics of Citizen journalist?
(CO5) [Knowledge]
7. What are folk media characteristics?
(CO4) [Knowledge]
8. How does media perform 'Surveillance' function?
(CO3) [Knowledge]
9. How does media become the Interpretation ?
(CO3) [Knowledge]

10. Which is the oldest medium of mass communication?.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(8 X 5 = 40M)

11. What is the Role of Media in a Democracy?

(CO3) [Comprehension]

12. How is media affecting an individual's daily life?

(CO3) [Comprehension]

13. What are different types of communication?

(CO2) [Comprehension]

14. What do you understand by language?

(CO1) [Comprehension]

15. What are the characteristics of Folk media?

(CO5) [Comprehension]

16. Elaborate the SITE project.

(CO5) [Comprehension]

17. What are the advantages of apps?

(CO4) [Comprehension]

18. What are social media sites?

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

19. "Development is a slow process and hence a good development communication strategy is required for achieving the required goals". What do you understand by Development communication? What are the core areas for development? How can a citizen journalist play their role in this process?

(CO5) [Application]

20. Explain the written, oral and gestural communication along with their pros and cons. Does visual and silence also qualify as communication? If yes, how?

(CO2) [Application]