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PRESIDENCY UNIVERSITY BENGALURU

 **SET-B**

SCHOOL OF MEDIA STUDIES

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester:** Semester II - 2023

**Course Code:** BAJ1018

**Course Name:** Introduction to Media Studies

**Program:** BA Journalism and Mass Communication

**Date:** June 11, 2024

**Time:** 9:30 AM - 12:30 PM

# Max Marks: 100

**Weightage:** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ANY 10 QUESTIONS 10Q X 2M =20M**

1. Give examples of few campaigns/propoganda of Print where media played a significant role.

(CO1) [Knowledge]

1. Give example of a campaign/propaganda where Radio was used for influencing the masses.

(CO1) [Knowledge]

1. What are the advantages of group communication?
2. Explain the role of feedback in effective communication

(CO1) [Knowledge] (CO1) [Knowledge]

1. James August Hickey initiated the struggle for freedom of press. Give any two examples to substantiate this statement
2. What are the common barriers of effective interpersonal communication?
3. Communication involving one person is called?
4. What is a media sensorship ?
5. Describe any four types of mass media
6. Explain the role of folk media in communication?
7. What is a breaking news?

(CO1) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge] (CO1) [Knowledge] (CO1) [Knowledge] (CO1) [Knowledge]

(CO1) [Knowledge]

1. Define oral media

(CO1) [Knowledge]

**PART B**

**ANSWER ANY 8 QUESTIONS 8Q X 5M =40M**

1. How did technological advancements such as offset printing revolutionize the print media industry in the 20th century?

(CO2) [Comprehension]

1. Describe the rise of yellow journalism in the late 19th century and its impact on society

(CO2) [Comprehension]

1. What are the benefits of effective group communication in business?
2. What are the key aspects of interpersonal communication?

(CO2) [Comprehension] (CO2) [Comprehension]

1. What do you understand by new media? Provide a critical overview of the characteristics of new media
2. What are the types of mass media?

Films are an effective medium of communication- Argue with relevant points

1. Explain the importance of oral medium in communication
2. "Media is a catalyst of development " Explain
3. Describe the role of television in development

(CO2) [Comprehension] (CO2) [Comprehension]

(CO2) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension] (CO2) [Comprehension]

**PART C**

**ANSWER ANY 2 QUESTIONS 2Q X 20M =40M**

1. Define communication. Do you think that communication plays a role in the socio - economic development of the country?
2. Elucidate the role of print media in social development

(CO3) [Application]

(CO4) [Application]

1. What is Development communication? What are the factors to keep in mind while coming up with a developmental message by the communicator? Give examples and elaborate few Development Communication Initiatives in India.

(CO5) [Application]