

Note: All Questions are Compulsory

All Questions carry equal mark

Q1. Shobhaa De tweet on Rio Olympics does favour the negative propaganda? Explain through propaganda theory (15)

Q2. What is a media study? Give brief on three questions of media (15)

OR

Q2.A) Explain the theory which says media is gigantic malignant cancerous force (8)

Q2.B) Explain the Advertising Magazine Culture & the 'New Man' (7)

Q3. Define media studies. What does media studies involves? Uses of Mass Media (15)

OR

Q3. A) Explain media studies based on Effect, content & audience (8)

Q3. B) Explain McLuhan- Medium is the message (7)

Q4. Explain Lazarsfeld 'Two-step-Flow theory' of media (15)

OR

Q4. A) Explain cognitive theory of media (8)

Q4. B) Explain social responsibility theory (7)

Q5. Short notes (any 3) (15)

- a) Language
- b) Feminism
- c) Patent
- d) Audiences
- e) Magic Bullet Theory

— The End —