

NOTE: ALL QUESTIONS ARE COMPULSARY.

ALL QUESTIONS CARRY EQUAL MARKS.

Q.1) Role of Media with respect to feminism and reference to # Me too movement in India...
Elaborate

(15)

Q.2.A) Media tells what to think about ? With reference to this statement explain the relevant theory with example.

(15)

OR

Q.2.B) Explain Mc Luhan Concept of global village with reference to recent example.

(08)

Q.2.C) How New Media taking over the traditional media . Explain.

(07)

Q.3.A) How opinion leaders influence public option with reference to 2019 election campaign ?
Explain in reference to two-step-flow-theory.

(15)

OR

Q.3.B) How important for an advertiser is cognitive dissonance , with reference to social cognitive theory.

(08)

Q.3.C) Diasporic communication has reduce the gap between the people..... comment.

(07)

Q.4.A) Man Proving their potential in the field of women , Does it disseminate image of men & masculinity ? What kind of image are produce? Explain though ' New Man' Culture.

(15)

OR

Q.4.B) Discuss the trends in Media.

(08)

Q.4.C) What is the impact of globalization on Media.

(07)

Q.5) Short Notes (Any 3)

(15)

1) Propaganda Model

2) Media Studies

3) Consumerism

4) Racism

5) Language