

SYBMM

**CODE : CALCIUM**

Time : 2 Hrs. *Intro. to media studies*

Marks : 50

**Instructions : 1] All the questions are compulsory .**

**Q.1** Explain the "limited effects" of Mass Media. **12**

**OR**

**Q.1** Explain Users and Gratification theory. **12**

**Q.2** Discuss the commercialization of culture by the mass Media and its effects. **13**

**OR**

**Q.2** Explain "Social Responsibility" theory of Mass Media **13**

**Q.3** Explain the concepts of Mechanic and organic solidarity. Also elaborate upon its contrast with karl Marx's idea of alienation. **12**

**OR**

**Q.3** Explain the 'Powerful effects of Mass Media. **12**

**Q.4** What is 'Fetishization'? Explain it in the present contest. **13**

**OR**

**Q.4** Explain the concept of 'Magic Bullet Theory'. Discuss it in different contexts. **13**

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