

Duration : 2 ½ hrs

Total Marks : 75

Instructions:

- Answer all questions.
- Question No.1 is compulsory.
- Figures to right indicate full marks.

Q.1 Solve the following case study.

'Bahubali' is a historical film, made in 3 languages and was released all over India. This movie crossed all the records of collection and it was simultaneously dubbed in many regional languages. Due to extra ordinary special effects Indian youth appreciated the film a lot.

Read the above case study carefully and answer the following in detail

- a) In above case study explain use of different types of Audience gratifications. (7)
- b) Analyze the impact of 'Bahubali' film on Indian audiences. (8)
- Q.2 a) Elaborate agenda setting theory. (8)
- b) Explain two step flow theory in detail. (7)
- OR
- Q.2 a) Explain Marshall McLuhan's 'Medium is message'. (8)
- b) Explain with illustration concept of power and authority in contemporary society. (7)
- Q.3 a) Explain the concept of division and contradiction in the global information infrastructure. (8)
- b) Elaborate the trends in media with respect to Print –Broadcast sensetionalisation. (7)
- OR
- Q.3 a) Write a note on media diaspora (8)
- b) Discuss the use of New media in contemporary society. (7)
- Q.4. Elaborate in detail the role of language and technology in Media. (15)
- OR
- Q.4. Explain the role played by Discourse and religion in establishing relationship between media and society. (15)
- Q5. Write short notes on (any 3) (15)
- a) Digital Media
- b) Portrayal of women in Media
- c) Gate keeping
- d) Racism and media
- e) Consumerism