

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

DISCIPLINE SPECIFIC ELECTIVE – I:
MEDIA STUDIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Sign language is a study of ----- in Media Studies
(i) Semiotics (ii) Design thinking
(iii) Aesthetics (iv) Visual communication
- 2 ----- is a digital audio service transmitted via the Internet
(i) Online radio (ii) Community radio
(iii) Ham Radio (iv) FM Radio
- 3 The biggest trend today is content for OTT and Social platforms is Broadcasted in
(i) TV programmes (ii) Feature films
(iii) Videologs (iv) advertisements
- 4 ----- offers explanations of how people encounter media, how they use it, and how it affects them.
(i) Audience theory (ii) Attribution theory
(iii) Agenda setting theory (iv) Social learning theory
- 5 ----- in semiotics and postmodernism, is an inability of consciousness to distinguish reality from a simulation of reality,
(i) Language (ii) Hyperreality
(iii) Image (iv) Artifacts

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a) Narrate the various theories of Representation in Visual media.
OR
b) Sketch the importance of Photo journalism today.
- 7 a) Explain the role played by internet radio and community radio.
OR
b) Develop the features of Radio for social change in social perspective.
- 8 a) Explain audience theory with suitable examples.
OR
b) Narrate the importance of cultivation theory in Television media.
- 9 a) Explain the specialties of Indian Cinema with suitable feature films.
OR
b) Develop the field of Ethnography and write the importance.

Cont...

- 10 a) Outline the Characteristics of New media and its functions.
OR
b) Explain Hyperreality and its role played in media today.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a) Explain the trends and developments in Commercial Photography today.
OR
b) Identify briefly the role played by Photo journalist in Print media.
- 12 a) Examine the important characteristics of Radio medium.
OR
b) Discuss the Public services rendered by Radio medium today.
- 13 a) Organize the brief history of Television medium and its Characteristics.
OR
b) Discuss about Cultivation theory and its application in Television media.
- 14 a) Explain Indian Cinema and its special features with suitable examples.
OR
b) Discuss the concept of Film appreciation and its special features.
- 15 a) Briefly discuss about Ethnographic Documentary film in detail.
OR
b) Examine the specialties of Art and Hyperreality in Media studies.

Z-Z-Z

END