

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025
(Fifth Semester)

Branch – VISUAL COMMUNICATION(ELECTRONIC MEDIA)

MAJOR ELECTIVE COURSE – 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. In a syntagmatic relationship, words are related by their _____ in a sentence.
(i) Meaning (ii) Position
(iii) Category (iv) Sound
2. Community radio primarily serves _____ with local content and participation.
(i) International audiences (ii) Local communities
(iii) Commercial advertisers (iv) National audiences
3. Government control of TV broadcasting is commonly associated with _____.
(i) Commercial networks (ii) Private ownership
(iii) Public service broadcasting (iv) Subscription-based services
4. Films can influence society by shaping _____ and spreading cultural norms.
(i) Public opinion (ii) Legislation
(iii) Natural resources (iv) Weather patterns
5. Which of the following is an example of new media?
(i) Newspaper (ii) Television
(iii) Radio (iv) Podcast

SECTION - B (15 Marks)

Answer ALL Questions

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

6. a Define Pragmatics
OR
b How do advertisement images influence consumer behavior?
7. a What do you know about Mann Ki Baat?
OR
b Explain the role of public service radio in promoting education
8. a What do you know about emancipation?
OR
b Explain the brief history of Television media.
9. a Write a note on the importance of Documentary film
OR
b Specify the role of popular culture in film with examples.
10. a What is Podcasting? Explain its merits.
OR
b Define and explain citizen journalism.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a What is the significance of semiotics in understanding the meaning of signs and symbols in communication?
OR
b How does photojournalism contribute to the documentation of historical events and the shaping of public perception?
- 12 a Write a note on characteristics of Radio.
OR
b What are the benefits of integrating internet streaming into community radio broadcasting?
- 13 a Write a note on a. Grand Narrative b. Realism c. Reality TV
OR
b Mention and explain the importance of ownership and control in TV media.
- 14 a Comment on the importance of contemporary Audience theory.
OR
b Define and explain the role of Mise-en-scene in film.
- 15 a How has media convergence affected the way new media platforms deliver content?
OR
b Elaborately discuss the characteristics of new media with examples.

Z-Z-Z

END