

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BSc DEGREE EXAMINATION DECEMBER 2025**  
(Fifth Semester)

Branch – **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

**MAJOR ELECTIVE COURSE – I MEDIA STUDIES**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The study of signs and symbols in media is called: a) Semantics b) Semiotics c) Syntax d) Pragmatics	K1	CO1
	2	A photo feature is best described as: a) A short news clip b) A series of themed photographs c) An advertisement d) A single image	K2	CO2
2	3	FM radio stands for: a) Frequency Meter b) Frequency Modulation c) Fast Media d) Filter Modulation	K1	CO1
	4	Community radio primarily serves: a) Urban population b) Specific local communities c) Government agencies d) Commercial advertisers	K2	CO2
3	5	Genre theory is most associated with which medium? a) Photography                      b) Television c) Radio                                d) Cinema	K1	CO1
	6	The concept of 'hegemony' in media studies was proposed by: a) Noam Chomsky b) Antonio Gramsci c) Roland Barthes d) George Gerbner	K2	CO2
4	7	Mise-en-scène refers to: a) Camera movement b) Arrangement of visual elements in a scene c) Sound design d) Editing style	K1	CO1
	8	Polysemy in cinema refers to: a) Multiple meanings in a text b) Use of silent films c) A single interpretation d) Non-linear storytelling	K2	CO2
5	9	Citizen journalism is enabled mainly through: a) Television channels b) Social media and blogs c) Newspapers d) Radio shows	K1	CO1
	10	The term 'prosumer' refers to: a) Professional consumer b) Producer and consumer combined c) Product seller d) Media researcher	K2	CO2

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the role of semiotics in understanding media content.	K2	CO2
	(OR)			
	11.b.	Discuss the relationship between aesthetics and media representation with examples.		
2	12.a.	Examine how radio acts as a tool for social change and emancipation.	K2	CO2
	(OR)			
	12.b.	Explain the emergence and impact of FM and community radio in India		
3	13.a.	Analyze how ideology is represented in television programming.	K3	CO3
	(OR)			
	13.b.	Explain the role of audience theory in understanding television content..		
4	14.a.	Analyze the role of Indian cinema in representing popular culture and social realities.	K5	CO4
	(OR)			
	14.b.	Discuss feminism and spectatorship theories with examples from Indian cinema.		
5	15.a.	Evaluate the impact of digital media convergence and citizen journalism on contemporary communication.	K3	CO3
	(OR)			
	15.b.	Explain the characteristics of new media and how it differs from traditional media.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate how semiotics and sign systems shape the meaning of media messages.	K5	CO4
2	17	Analyze the role of radio in shaping contemporary media culture and communication.	K5	CO4
3	18	Critically examine how television cultivates cultural values and influences social behavior.	K5	CO4
4	19	Critically evaluate the influence of cinema on social behavior and sustainable development communication.	K5	CO4
5	20	Apply media and communication theories to analyze the impact of new media technologies on social change and development.	K6	CO5