

## **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

$$(10 \times 1 = 10)$$

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the role of semiotics in understanding media content.  (OR)	K2	CO2
	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.  (OR)	K2	CO2
	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.  (OR)	K3	CO3
	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.  (OR)	K5	CO4
	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.  (OR)	K3	CO3
	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

 $(3 \times 10 = 30)$ 

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