

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

**BSc DEGREE EXAMINATION MAY 2026
(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 term “pragmatics” in media studies focuses on: a) Message structure b) Meaning in use c) Grammar d) Cultural history	K1	CO1
	2	Which of the following best defines representation in media? a) Random image use b) Real and symbolic depiction c) Unrelated messages d) Technical transmission	K2	CO2
2	3	The main purpose of community radio is to: a) Promote global news b) Entertain celebrities c) Serve local communities d) Sell advertising space	K1	CO1
	4	Internet radio differs from traditional radio mainly in its: a) Frequency modulation b) Digital streaming c) Broadcasting time d) Ownership	K2	CO2
3	5	Ideology in television usually refers to: a) Editing techniques b) Camera angles c) Dominant belief systems d) Audience ratings	K1	CO1
	6	“Cultivation theory” mainly examines how TV: a) entertains viewers b) affects social beliefs c) increases TRP d) encourages censorship	K2	CO2
4	7	Film “deconstruction” involves: a) Creating a film b) Breaking down meaning and structure c) Adding color d) Writing a script	K1	CO1
	8	In film studies, “diegesis” refers to: a) The world within the story b) Non-diegetic sounds c) Editing transitions d) Montage techniques	K2	CO2
5	9	The term “new media” refers to: a) Only print media b) Digitally interactive platforms c) Traditional communication d) Theatre and art	K1	CO1
	10	Convergence in new media refers to: a) Merging of technologies & platforms b) Limiting user interaction c) Physical newspaper publishing d) Traditional TV broadcasting	K2	CO2

Cont...

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 photography as a medium of communication in shaping cultural narratives.	K2	CO2
		(OR)		
	11.b.	Discuss the types and functions of media communication with suitable examples.		
2	12.a.	Analyze the evolution of All India Radio and its contribution to public communication.	K2	CO2
		(OR)		
	12.b.	Examine the impact of internet radio on traditional broadcasting models.		
3	13.a.	Analyze how television genres influence audience perception of reality.	K3	CO3
		(OR)		
	13.b.	Explain the relationship between television ownership and ideological control.		
4	14.a.	Deconstruct the concept of spectatorship in cinema and its role in shaping audience experience.	K5	CO4
		(OR)		
	14.b.	Explain how film narratives construct multiple meanings through visual techniques.		
5	15.a.	Examine how digital affordances have changed audience engagement in media.	K2	CO3
		(OR)		
	15.b.	Analyze how blogging and podcasts promote participatory media culture.		

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	Critically evaluate how pragmatics and syntactic help in understanding how audiences interpret media messages in different cultural contexts.	K5	CO4
2	17	Analyze how radio formats and programming strategies influence audience engagement and shape listening habits.	K5	CO4
3	18	Examine how concepts like realism and hegemony are embedded in television narratives and their effect on shaping everyday cultural beliefs.	K5	CO4
4	19	Discuss the role of documentary and ethnographic cinema in representing marginalized voices and constructing alternative perspectives.	K5	CO4
5	20	Develop a conceptual framework for using new media tools to address a contemporary social issue.	K6	CO5