

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(Fifth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

DISCIPLINE SPECIFIC ELECTIVE-I : MEDIA STUDIES & THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (10 x1 = 10)

1. Photography is a process of Visual capturing with the source of -----
a) Objects b) Environment c) Shade d) Light
2. Signified and Signifier are the concepts sign language called -----
a) Semiotics b) Code c) Stereotype d) Syntax
3. Radio plays an important role in the ----- as a mass communication
a) Society b) Community c) Media d) Audio
4. Internet radio is a Universal ----- medium
a) Audio b) Mass c) Social d) Print
5. ----- Theory is the study of audience and media analysis
a) Uses and Gratification b) Cultivation theory
c) Gregory' s theory d) Heuristic theory
6. Feminism is a concept which analyses -----in the society
a) Women b) Men c) Children d) Youth
7. ----- Cinema portrays Indian Cultural perspective of the society
a) Chinese b) German c) Russian d) Indian
8. ----- is a film making genre of Reality in the society
a) Non-fiction b) Fiction c) Drama d) Music
9. ----- technology is a revolutionary innovative thought and concept
a) New Media b) Science c) Typography d) social media
10. Knowledge of ----- communication became a Significant subject today in the visual era
a) technical b) image c) Textual d) Drama

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

11. a) Explain in detail the features of Digital Photography.
OR
b) Write the role played by images in the society today.
12. a) Explain the characteristics of radio as a Social medium.
OR
b) Describe the role played by community radio in the society.

Cont...

13. a) Write about Television and society with suitable examples.
OR
b) Explain and write about Agenda setting theory of Communication media.
14. a) Bring out the Characteristics of popular culture in the social perspective.
OR
b) Describe the significant role played by cinema in the society.
15. a) Summarize the trends created by New Media in communication.
OR
b) Explain the role played by media and communication in the society.

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

16. a) Briefly write about image in the photographic perspective.
OR
b) Discuss the significance of advertisement industry and image making.
17. a) Explain in detail the role played by internet radio in the society
OR
b) Explain the role played by FM Radio and its contribution in broadcast media.
18. a) Explain how people use Television media in everyday life?
OR
b) Briefly explain audience theories with suitable examples.
19. a) Explain the importance of ethnographic studies with examples.
OR
b) Describe the concept of Feminism and its importance today.
20. a) Describe the world of Hyperreality and its significance today
OR
b) Explain citizen journalism and its application in the social perspective.

Z-Z-Z

END