DECEMBER 2024 **U/ID 22814/UCJ5B**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 30 words each.

1. Define media.
2. What is Social media?
3. Define material culture.
4. Define journalism.
5. What is sub-culture?
6. Define personality.
7. What is freedom of press?
8. Define puppetry.
9. Define Alternative media.
10. What is street play?
11. Define Little magazine.
12. State the purpose of community radio.

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 word each.

13. Explain the functions of mass media.

14. What is meant by citizen journalism? Explain.

15. Describe about the power of advertising.

16. Explain the gratification approach on media.

17. Write a note on media during French revolution.

18. Assess the significances of community radio for Indian farmer.

19. Explain the concept of alternative sexualities in the media.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Describe the effects of Mass media on individuals, society and culture.

21. Discuss about personality as brand and issue of Hero Worship in the world of Media.

22. Comment on the role of media during freedom struggle in India.

23. Enumerate various forms of Alternative media.

24. Critically analyse the changing representations of women in the field of media.

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