MAY 2025 **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 Social media.
2. Define media culture.
3. Define non material culture.
4. What is sub-culture?
5. Define Alternative media.
6. Define personality.
7. What is freedom of press?
8. Define Little magazine.
9. Define puppetry.
10. Define journalism.
11. What is street play?
12. Define the concept of community radio.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Explain the role of mass media for the Social change.

14. Describe about the power of advertizing in media.

15. Write a short note on the role of media during freedom struggle in India.

16. List out different forms of Alternative media with suitable examples.

17. Explain the gratification approach on media.

18. Assess on changing representations of women in the field of media.

19. List out the significances of community radio for Indian farmer.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. What are the effects of Mass media on individuals, society and culture'?

21. Critically evaluate about "personality as brand and issue of Hero Worship in the world of Media".

22. Elucidate the scope and functions of citizen journalism.

23. Discuss the role of media during French revolution.

24. Elucidate the notions of alternative sexualities in the media with appropriate examples.

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