MAY 2024 **P/ID 36639 /PSO4W**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define mass media
2. State the relationship between media and society
3. What is mass media and identify?
4. Write about semiotics?
5. What is selective influence?
6. How media affects children?
7. What function media plays in environment?
8. What is Globalization?
9. Write about Americanization of media.
10. What is diaspora?
11. What are the impacts mass media has on society?
12. How media promotes human rights?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the types of mass media.

14. Highlight the relationship between media and community consciousness.

15. Describe dependency theory concept and nature

16. Write a note on media and terrorism

17. Explain the role of media in Neoliberalism and its implication.

18. Explain social media's impact on society.

19. Describe the emergence of ICTs.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elucidate the role of mass media in political movements with examples.

21. Bring out the magic bullet theory and explain its significance in media

22. Describe the relationship between media and war.

23. Elaborate on transnational and diasporic visual culture

24. Write an essay on commercialization of leisure.