MAY 2025 **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. Give any four examples for electronic media.
3. Define Community consciousness.
4. What is meant by media dependency?
5. State any two purposes of Community radio.
6. Define Globalization.
7. Define Media culture.
8. What is diasporic culture?
9. Define the concept of Americanization
10. Furnish any four ICT tools in media field
11. Define Social development
12. What is Commercialization of leisure?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the scope and importance of Mass media

14. Explain the types of Mass media with suitable examples

15. How does Semiotic School promote the concept of Mass media? Explain

16. Explain the significances of Process school on Mass media

17. How do you disseminate environmental awareness through media? Explain

18. Assess the implications of Popular culture and cultural diversity on Media

19. Explain the role and relevance of Human Rights on Mass media.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Critically assess the inter-relationships of Mass media, Social media and Society.

21. Elaborate the theories of Magic bullet and dependency on Mass media with relevant examples

22. Bring out the role and functions of Government on controlling terrorism through Media regulatory systems.

23. Critically evaluate the merits and demerits of Mass media culture in a global perspective.

24. Enumerate the impacts of mass media on society.

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