Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code:** | **17MC2002** | **Duration :** | **3hrs** |
| **Sub.Name:** | **INTRODUCTION TO MEDIA** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | | **Questions** | **Course**  **Outcome** | **Marks** |
| 1 | a | | Discuss intrapersonal, interpersonal, mediated and transpersonal communication. | CO1 | 10 |
| b | | Distinguish between Mass Communication and Demassification. | CO4 | 10 |
| (OR) | | | | | |
| 2. | a. | Discuss about the movie Citizen Kane. | | CO4 | 10 |
| b | Narrate the reasons for rivalry between William Randolph Hearst and Joseph Pulitzer. | | CO4 | 10 |
|  |  |  | |  |  |
| 3. | a. | Enumerate the different types of mass media and their characteristics. | | CO1 | 10 |
| b. | Explain the influence of varied forms of mass media on our lives. | | CO1 | 10 |
| (OR) | | | | | |
| 4. |  | | Trace the evolution of cinema in India with special reference to Tamil Cinema. | CO3 | 20 |
|  |  | |  |  |  |
| 5. |  | | Discuss the emergence of FM Radio and its impact on audiences in Tamil Nadu. | CO2 | 20 |
| (OR) | | | | | |
| 6. |  | | How does Social Media advertising differ from traditional Media advertising ? Explain with examples. | CO6 | 20 |
|  |  | |  |  |  |
| 7 |  | | Explain the concept of media conglomerates with special reference to the SUN Television Network. | CO5 | 20 |
|  |  | |  |  |  |
| (OR) | | | | | |
| 8. | a. | | Discuss the Uses and Gratification theory with reference to new media. | CO3 | 10 |
| b. | | Critically analyse Mani Ratnam’s pan Indian identitity. | CO3 | 10 |
|  | | |  |  |  |
|  | | | **Compulsory**: |  |  |
| 9. |  | | Discuss the influence of Satellite Television on society. | CO6 | 20 |