

12/12/16

DOON UNIVERSITY, DEHRADUN
End Semester Examination, December 2016
School of Communication
M.A. Communication
Course: COMM 502 – Mass Media and Society

Time: 3 Hours

Maximum Marks: 50

SECTION: A (Short length answers)

Attempt any three questions. Each question carries 5 marks.

(Marks: 5X3=15)

1. How do you understand the term 'audience' in the context of media industry?
2. Write a brief note on the portrayal of religion in mass media.
3. What do you understand by nation state?
4. Explain the concepts of mass media and mass communication.
5. Write a brief note on the discrimination against women in Indian Defence Services.

SECTION: B (Medium length answers)

(Attempt any two questions. Each question carries 10 marks.)

(Marks: 10X2=20)

1. Examine critically the growth of media ownership patterns in a global media system with a particular reference to India.
2. Indian society is a diverse, multi-lingual, multicultural society. Comment
3. The internet has brought about a revolution to the concept of globalisation. Comment critically.

SECTION: C (Long Answer)

Attempt only one question. The question carries 15 marks.

(Marks: 15X1=15)

4. Write a critical note on gender stereotyping – representation of masculinity and femininity in mass media, particularly in the context of advertising.
5. What critical note on media influence and the political world with a particular reference to television political debates in India.