

27/5/2016

DOON UNIVERSITY, DEHRADUN
School of Communication

End Semester Examination, May-June, 2016
2-Year M.A. Communication
Course: Mass Media and Society, COMM - 502

Time: 3 Hours

Maximum Marks: 50

SECTION: A (Short length answers)

Attempt any three questions. Each question carries 5 marks.

(Marks: 5X3=15)

1. Write a brief note on US election system.
2. Indian society is a diverse, multi-lingual, multicultural society. Comment
3. Explain the phenomenon of interlocalisation.
4. What do you understand by digitality and hypertextuality.
5. Explain the concepts of media, mass media, communication and mass communication.

SECTION: B (Medium length answers)

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

(Marks: 10X2=20)

1. Write a note on the history and growth of mass communication globally.
2. How do you understand the term 'audience' in the context of media industry.
3. Write a note on the growth of media ownership patterns in a global media system with a particular reference to India.

SECTION: C (Long Answer)

Attempt only one question. The question carries 15 marks.

(Marks: 15X1=15)

4. Write a note on gender stereotyping -- representation of masculinity and femininity in mass media, particularly in the context of advertising.
5. Do you agree that the relationship between media and government is generally a relationship of mutual convenience and interdependence?