

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

FIRST SEMESTER 2022-2023

GS F223: INTRODUCTION TO MASS COMMUNICATION

MIDSEM TEST REGULAR (CLOSE BOOK)

DATE: 05.11.2022

DURATION: 90 MTS

MM: 60

Q1. "Culture is the world made meaningful, it is socially constructed and maintained through communication." Justify this statement with the help of the functioning of media in the present context with relevant examples.

(10M)

Q2. Editorials are meant to report well researched opinions that are thought provoking and debatable. Explain the statement in relation to the existence of editorials in newspapers and the main purpose served by them in disseminating information to the masses. Also analyze the editorial given below in the same light with the help of structured parameters.

(5+10=15M)

Dr. Hindi, Dr. English: Language shouldn't constrain students from accessing higher education

The unveiling of MBBS Hindi textbooks is a positive development for students for whom this language was the medium of instruction in school. Students schooled in their mother tongue have a disadvantage in higher education where English is usually the medium of instruction and examination. Flexible language policies can greatly benefit such students, which is why this reform should be extended to other languages and disciplines too. But it's important to ensure that local language books maintain the quality standards of the source books. The corpus of local language texts must also expand so that a student who opts to study in the local language isn't left behind the rest.

Much is being made on social media of the new Hindi textbooks having transliterations of terms like anatomy, physiology etc. rather than pure Hindi translations. That is misguided criticism. Transliteration can be helpful in disciplines like medicine, where the larger body of knowledge is in the English language. Of course language flexibility in higher education should include students having room to improve their English skills too. This will open up more opportunities for them in the global knowledge economy.

Remember how, under the Left government, Bengal paid a heavy price for curbing English to promote the local language. India's workforce, from IT to nursing, is prized everywhere because of familiarity with English. Parents, across classes, angle for English education for their wards for this reason. India is also witnessing great internal migration, and migrant children should not be put at risk by rigid approaches on language. GoI's recent foundational learning survey actually found children displaying more proficiency in English than their mother tongues. Let all languages flourish. Let parents and students be able to choose what's best for them.

Q3. Write short notes on the following:

(8x3+1=25M)

- i) Globalization as an emerging trend of media
- ii) Two step flow theory
- iii) Gatekeeping concept

Q4. What are the attributes of a Media literate person? Enlist and explain briefly.

(10M)