

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

SECOND SEMESTER 2021-2022

GS F223: INTRODUCTION TO MASS COMMUNICATION

MIDSEM TEST REGULAR (CLOSE BOOK)

DATE: 11.03.2022

DURATION: 90 MTS

MM: 60

Q1. In order to become a critical consumer of the media content, we should be equipped with certain Media Literacy tools. Think about a television programme you like and apply the media literacy tools of evaluating the audience, analyzing the content and identifying the creative techniques. In what ways do the content and creative techniques reflect the audience they are likely to be targeting? **(15M)**

Q2. What do you understand by an editorial? Explain the types and format with an example. **(5+10= 15M)**

Q3. Write short notes on the following:

(10x3=30M)

i) Magic Bullet theory

ii) Features of Mass Communication

iii) Mean world syndrome

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