

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI

FIRST SEMESTER 2023-2024

GS F223: INTRODUCTION TO MASS COMMUNICATION

MIDSEM TEST REGULAR (CLOSE BOOK)

DATE: 14.10.2023

DURATION: 90 MTS

MM: 60

Q1. “Features and Editorials present news stories differently through certain structural and stylistic parameters”. Explain the statement through proper examples. **(15M)**

Q2. What is the need for Media Literacy in the present scenario? Explain the Principle” Media tell us who we are as a society.” **(15M)**

Q3. Cultural values and ideals are transmitted through Media. Explain this statement with a special emphasis on the concept of high and low culture and its impact. **(15M)**

Q4. Write short notes on the following: **(Word limit:75 words)** **(7x2+1=15M)**

- i) Cultivation Theory
- ii) Technological leapfrogging

END
