



Birla Institute of Technology & Science, Pilani Pilani Campus

Ist SEMESTER 2022-23

Course No: GSF321 Mass Media Content and Design

MM: 60M Duration 90 Mins CLOSED BOOK Date 3rd Nov 2022

Instructions:

Write legibly.

Provide suitable and neat illustration wherever mentioned /applicable.

Use appropriate stationary

Q.1. The audience (media consumer) in the context of contemporary mass communication environment is an active audience who judiciously engages with the media in a symbiotic fashion. Write a critical analysis of the statement with the help of an example from conventional and new media forms. [10 M]

Q.2. Enumerate, explain and differentiate between different kinds of media content. Provide suitable examples wherever applicable? [10 M]

Q.3. Conventional print design principles not only guides mass media such as newspaper but also informs other print media (Such as brochures and newsletters) and new media for their content and design. Enumerate and explain any four print design principles with illustrations. [10 M]

Q.4. What is media-morphosis? How is digital media impacting the traditional/old media? Provide suitable examples. [10 M]

Q.5. What do you understand by functions and dysfunctions of mass media? Provide suitable examples from conventional and new media forms. [10 M]

Q.6. Critically analyze the given print advertisement for its content and design. [10 M]



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