



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: III
	OCT/NOV-2023

Sr. No.	Subject	Available
1.	131P28C301 – Media Criticism	
2.		
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Semester III (July 2023 to Oct 2023)			
Examination: End Semester Examination Oct/Nov 2023 (PG Programmes)			
Programme code: 08 Programme: MA CJ		Class: SY	Semester: III
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department MASS COMMUNICATION	
Course Code: : 131P28C301		Name of the Course: MEDIA CRITICISM	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: Answer all questions. 2) Follow the instructions			

Question No.	Question 1 case study is compulsory.	Max. Marks	Co Attainment
Q.1	Case study-  “Is the media reforming the society? Or is the society reforming the media”. Explain the statement as a case study analysis.	15 m	CO 4
Q.2	A) Explain the critical perspective of communication process with relevant examples. OR B) Explain the functions of media in detail with the help of relevant examples.	15m	CO 2  CO 1
Q.3	A) Elucidate Stephenson Smith’s five steps for critics to keep in mind. Give suitable examples. OR B) Explain the code of ethics of mass media given in the Mac Bride’s Commission “Many voices One world”. Explain with relevant examples.	15 m	CO 2  CO 4
Q.4	Answer any 3 out of 5 a) Any one approach to process Knowledge. b) Reduce the distance between creators and the business process- an example. c) Gender communication in TV advertisements. d) Depiction Analysis. e) Importance of media ethics.	3*5m- 15m	CO 1 CO 3  CO 3 CO 4 CO 4