



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaia School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (Hons) UG	SEM: I
	JAN-2023

Sr. No.	Subject	Available
1.	131U28C101 - Introduction to Media Communication (A)	
2.	131U08C102 - Contemporary Media (A)	
3.	131U08N101 - Introduction to Psychology (A)	
4.	131U08K102 - Language Skills for Media (A)	
5.	131U08K101 -	
6.	131U08C102 - Contemporary Media (B)	
7.	131U08K102 - Language skills for media (B)	

8. 131U28C101 - Introduction to media communication (C)

9. 131U08N101 - Introduction to Psychology

LIBRARY





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Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code:8 Programme: BA MCJ (Hons)	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya	Name of the Department : Mass Communication	
Course Code: 131U28C101	Name of the Course: Introduction to Media Communication	
Duration : 2 Hrs.	Maximum Marks: 60	
Instructions: 1)All questions are compulsory		

Question No.		Max. Marks
Q.1	Define Communication & its functions. Explain the process of Mass communication with the help of a model	15
Q.2	Elaborate any two theories of Mass communication. Apply these theories in today's world with suitable examples. OR Give an overview of Media evolution	15
Q.3	Distinguish between Verbal & Nonverbal Communication. OR Elucidate the characteristics, advantages & disadvantages of NewMedia	15
Q.4	Write Short notes on (Any Three) a) Lasswell Formula b) Role of media in democracy c) Intrapersonal communication d) Effect of media on children e) Shannon & Weaver Model	15



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Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code: Programme: BA MCJ(H)	Class: FY	Semester: I
Name of the Constituent College: SK SOMAIYA COLLEGE	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C102	Name of the Course: CONTEMPORARY MEDIA	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks
Q.1	Explain any three major case studies on hashtag activism in social media and substantiate their relevance in the new media age with suitable examples.	15
Q.2	a) Interpret the role of social media and environmental movements with relevant examples. OR b) Demonstrate the significance of the theory diffusion of innovation in the current scenario with suitable examples.	15
Q.3	a) Critically analyze the term “media trial ” and explain its significance in digital media with few case studies. OR b) Examine the relationship between digital sophisticates,digital enthusiasts and fringe users with relevant examples	15
Q.4	Write short notes on any three of the following a)inverted pyramid b)peacock social media users c) new media d) sensationalism e)Naxalbari movement	5x3=15



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Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programs)		
Program code: 08	Class: FY	Semester: I
Program: BAMCJ (Hons)		
Name of the Constituent College: S K Somaiya College	Name of the Department: Mass Communication	
Course Code: 131U08N101	Name of the Course: Introduction to Psychology	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	<p>Prejudice is an inseparable part of our personality. We do act according to the prejudice that we carry about some groups, communities, and individuals. In the current age, teenagers are very aggressive, disobedient, irresponsible, and unaccountable. Society becomes judgmental based on these prejudices. Many teenagers suffer from stereotypical comments and behavior of society. They almost lose hope in life. Based on these prejudices that society is carrying about teenagers, answer the following questions:</p> <p>A) The prejudice about teenagers is completely wrong, do you agree? Justify B) How does stereotypical behavior affect teenagers? C) Suggest, how society's attitude towards teenagers can be changed?</p>	15
Q.2 A)	Define Psychology & explain various branches of Psychology.	08
Q.2 B)	Illustrate the process and types of Memory.	07
	OR	
Q.2 P)	Elaborate on theories of personality.	15
Q.3 A)	Define thinking & elaborate on Six thinking hats.	08
Q.3 B)	Explain theories of learning in detail.	07
	OR	
Q.3 P)	"Films are a mirror of society", elaborate this statement about films addressing issues of academic failure or low grades and their impact on individuals.	15
Q.4	<p>Write Short Notes. (Any three)</p> <ol style="list-style-type: none">1. Scripts and Schemas2. Maslow's hierarchy of needs3. Gestalt Principle4. Persuasion5. Alzheimer	15



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Semester I			
Examination: End Semester Examination January 2023 (UG Programmes)			
Programme code: 08		Class: FY	Semester: I
Programme: BA MCJ(H)			
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department : MASS COMMUNICATION	
Course Code:	131U08K102	Name of the Course: LANGUAGE SKILLS FOR MEDIA	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1) Answer all questions. 2) Each question carries 15 marks.			

Question No.		Max. Marks
Q 1	<p>Case Study</p> <p>Communication is key for humans to express their thoughts and ideas. Language plays an important role in communication, as it is the only medium of communication. In the process of human evolution, language also evolved. Today in the 21st Century our communication is happening at multiple levels. The language today is becoming very narrow in terms of expression. Especially whats app, Twitter, and text messages changed the application of language in communication. Based on this answer the following question:</p> <ol style="list-style-type: none">1. The full-fledged use of language in communication can be replaced by slang or emoji, do you agree; justify with examples.2. Do you think knowing the language is enough for a person to express or literature has a role to play in it? Justify3. Slang or emojis are not separate entities but they are part of modern language evolution, do you agree? Justify	15
Q 2	<p>Write a plot based on the following characters- 200 words.</p> <ol style="list-style-type: none">1. Mr. Vyas – 45 yrs2. Mrs. Vyas – 40 years3. Raghav – 14 years (S/o Vyas)4. Adv. Rastogi – 42 years5. ACP Raj – 39 years6. Sadanand patil – 50 years <p>MLA</p> <p>Supporting characters:</p>	15

	<ol style="list-style-type: none"> 1. Ms Disha – Psychologist 2. Mr Nitin – Forensic expert 3. Raju – Office boy 4. Kamal - maid <p>OR</p> <p>“The importance of Media is significantly felt in the present times”. Justify your opinion with 3 suitable examples.</p>	
Q 3	<p>3 Edit and rewrite the following passage.</p> <p>Check for spelling, grammatical, factual and punctuation errors. Suggest a headline of not more than 6 words and also suggest an appropriate visual :-</p> <p>Day Four of the Final Test in the Border-Gavaskar Trophy began with expectation of Sachin's tripple tonne. But didn't happen. Tendulkar's dismissal soon after debutant Peter George and the manner in how he got out show that the match could go down to the weet.</p> <p>Equaly intense battl at Chinnaswamy Stadium just a Ston's throw from the hube of practical activiti. Folling the dismissal the match folded with just nine runs. The lead merely 17 after a scar of 495.</p> <p>Tendulkar failed to fulfil people's high expect but batted a doubleton. his sixth which put him on par with Virender Sehwag. After a thrilling victory at Mohali cricket enthusiasts hopes are flying high.</p> <p>The master batman said, "These challenge are something are all look forward too. we don't wan to take anything for grated.</p> <p>OR</p> <p>You are the host for an interview session. The guest is a celebrity. Prepare a question-and-answer session for 10 minutes including commercials for 2 mins</p>	15
Q 4	<p>Short answers-</p> <p>Answer any 3 out of 5-</p> <ol style="list-style-type: none"> i) Importance of Communication in Media. ii) Advantages of Non-verbal Communication iii) Writing styles of different Media iv) Significance of Maps, Graphs and Diagrams in presentation. v) Steps of Listening process. 	3*5=15



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Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code:08		
Programme: BA (hons) MCJ		Class: FY
		Semester: I
Name of the Constituent College: S.K. Somaiya College		Name of the Department: Mass Communication Department
Course Code: 131U08K101	Name of the Course:	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 is compulsory 2)Use suitable examples wherever necessary		

Question No.		Max. Marks
Q.1	<p>Read the case-study carefully and answer the questions given below:</p> <p>Most people could never predict that they would become a viral internet sensation overnight. Canadian teenager Ghyslain Raza never thought about this possibility of digital fame until one day he found that a video he created of himself fighting imaginary enemies with a golf-ball retriever had been uploaded on Kazaa, a collective file-sharing network. According to BBC, classmates discovered this video on a school computer and shared it, reaching around 900 million views. It was labeled as the most viral video in 2006 (Tunison, 2017). The “Star Wars Kid” video continued to be shared, sometimes remixed and edited with funny music and visual effects. Ghyslain Raza had unintentionally become a meme.</p> <p>There are many internet personalities who would relish in the digital limelight that Raza inadvertently stepped into, but he did not. The sudden popularity of his video caused a severe psychological effect on Raza. He immediately faced aggressive bullying at school. “In the common room, students climbed onto tabletops to insult me,” he shared in an interview with <i>L’Actualite</i>. “People made fun of my physical appearance and my weight. I was labeled the ‘Star Wars Kid’... [they] were telling me to commit suicide.” Raza eventually dropped out of school before spending time in a psychiatric institution for severe depression. His parents sued the classmates who uploaded the video without permission, which led to further bullying after some in the media claimed that the family was “greedy” (Zimmerman, 2013). Raza eventually overcame the negative repercussions of his unwanted celebrity. He went on to obtain a law degree from McGill University and has been a public supporter for victims of cyberbullying.</p> <p>Raza’s experience with becoming a meme sparked debate over the ethical concerns of meme creation and sharing, especially when they use images or videos that depict identifiable individuals. Many memes originate from video or pictures being “repurposed” for the goals of the meme creator, including political commentary, satire, and “lulz.” Whitney Phillips and Ryan M. Milner, co-authors of <i>The Ambivalent Internet</i>, emphasize that memes are never “just” memes: “The problem is that the ‘just’ framing (just joking, just a meme on the internet, just a new kind of hazing ritual) posits what we describe... as a fetishized gaze, one that obscures everything but the joke itself” (Phillips & Milner, 2017). They argue that regardless of the medium, real people are almost always affected by a meme, whether directly (as in Raza’s case) or indirectly (in the case of a general racist meme).</p> <p>However, it is the age of the Internet, and who knows how all the videos or images that we post or comment on will be taken by others. Screenshots and online archives simply continue the permanence and ability of others to comment on this content, often in ways we can’t anticipate. The consequences of being immortalized in a popular meme are difficult to predict, given the ever-evolving use of the meme. Sometimes, these unintended uses of images, videos, or other content seems to be a boon to the</p>	15

	<p>unsuspecting person depicted in the meme. Kyle Craven, better known as the subject of the "Bad Luck Brian" meme, has made "between \$15,000 and \$20,000 in [three years] between licensing deals and T-shirts" (Garsd, 2015). "Overly Attached Girlfriend," a.k.a. Laina Morris, used her meme fame to launch her comedic acting career. Memes can even be considered a part of modern language, signaling a way of communicating among a technological in-group using digital discourse. Above all, memes strive to be clever, creative, and humorous in their appropriation of content and images that most likely were not intended to be comedic in that specific way.</p> <p>As with many internet phenomena, meme creation often foregrounds a conflict between the freedom of expression of creative meme makers and the privacy concerns of those that may find themselves featured in the meme. How much control should we have over our images and videos, and at what cost to the creativity of the digital world?</p> <p>Discussion Questions:</p> <ol style="list-style-type: none"> 1. What are the ethical issues with taking a picture or video and making it into a humorous meme? 2. What concerns about consent are implicated in making image-based memes? Are these concerns with consent present in our other commentary or use of public images? 3. Does the intention of the meme maker matter? 4. Does it matter if they do not know (or care) about the subject depicted in the image or video content that the meme is based upon? 5. What ethical guidelines would you propose for those creating image-based memes? How might these avoid harmful consequences or ethical transgressions—foreseen or unforeseen? 	
Q.2 a.i.	Discuss how Visual cues play an important role in society. Elucidate your answers with relevant examples from mass media.	08
a. ii.	Discuss the signs according to Ferdinand Saussure	07
	OR	
b. i.	Discuss the role of popular culture films play in constructing visual culture	08
b.ii.	Explain denotation and connotation. Analyse the role connotation plays in our day to day lives.	07
Q.3	'Any act of communication is always embedded into a social and economic context – the material conditions'. Discuss this statement in the context of advertisements/films you have watched.	15
Q.4	<p>Write short notes on any three of the following:</p> <ol style="list-style-type: none"> a. Surveillance b. Ideograms and Pictograms c. Rule of thirds d. Repetition in Composition e. Informal Signs 	15



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Name of the Constituent College: SK SOMAIYA COLLEGE	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C102	Name of the Course: CONTEMPORARY MEDIA	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks
Q.1	Explain any three environmental movements and justify its relevance in the modern world with suitable examples.	15
Q.2	a) Elucidate any four major contemporary media issues in India with examples and try to suggest remedial measures for the same as a journalist. OR b) Demonstrate the significance of the term contempt of court with suitable examples.	15
Q.3	a) Critically analyze the term "media trial" and explain the significance for a journalist with suitable examples. OR b) Examine the guidelines for journalists who cover Naxal movements and other protests with relevant examples.	15
Q.4	Write short notes on any three of the following a)terrorism b)misinformation c) e-waste d)Digital divide e)information poor	5x3=15



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Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department : MASS COMMUNICATION	
Course Code: 131U08K102	Name of the Course: LANGUAGE SKILLS FOR MEDIA	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Answer all questions 2)Each question carries 15 marks.		

Question No.		Max. Marks
Q.1	Write an Interview session where you are the host. The guest is a politician. The total interview session is 10 minutes (question and answers for 8 mins and commercials for 2 mins).	15
Q 2	Write a feature article on travel themes in 350 words. OR Explain the process and steps in making an effective presentation with suitable examples.	15
Q 3	Write a screenplay for three scenes on any of your choice plot OR 3 Write a plot based on the following characters- 200 words. 1. Mr. Vyas – 45 yrs 2. Mrs. Vyas – 40 years 3. Raghav – 14 years (S/o Vyas) 4. Advt. Rastogi – 42 years 5. ACP Raj – 39 years 6. Sadanand patil – 50 years MLA Supporting characters: 1. Ms Disha – Psychologist 2. Mr Nitin – Forensic expert 3. Raju – Office boy 4. Kamal - maid	15

Q 4	Short answers- Answer any 3 out of 5- i) Importance of Communication in Media. ii) Advantages of Non-verbal Communication iii) Writing styles of different Media iv) Significance of Maps, Graphs and Diagrams in presentation. v) Do's and Don'ts of Group Discussion.	3*5=15



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Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code:8		
Programme: BA MCJ (Hons)	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya	Name of the Department : Mass Communication	
Course Code: 131U28C101	Name of the Course: Introduction to Media Communication	
Duration : 2 Hrs.	Maximum Marks: 60	
Instructions: 1)All questions are compulsory		

Question No.		Max. Marks
Q.1	Elucidate the meaning of communication. Discuss various elements & process of communication with the help of a model.	15
Q.2	Comment on New Media and Digital Media. Support your answer with suitable examples. OR Give an overview of Media evolution	15
Q.3	Distinguish between Folk Media, traditional media & Alternative media.. Justify your answer with appropriate examples OR Analyze the role of media in Democracy.	15
Q.4	Write Short notes on (Any Three) a) Agenda setting Theory b) Magic Bullet Theory c) Intrapersonal communication d) Effect of media on youth e) Shannon & Weaver Model	15



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Semester (August 2022 to December 2022)		
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Program code: 08	Class: FY	Semester: I
Program: BAMCJ (Hons)		
Name of the Constituent College: S K Somaiya College	Name of the Department: Mass Communication	
Course Code: 131U08N101	Name of the Course: Introduction to Psychology	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1	<p>Persuasion is the process by which a person's attitudes or behavior are, without duress, influenced by communications from other people. Advertising industry is working on same principle. There are many PSA's we watch every day; "Quit smoking" campaign is one of them. Based on PSA's that we discussed answer the following:</p> <p>D) Justify whether these PSAs really persuade the person's behavior?</p> <p>E) Do you think use of realistic images of damage face or liver; will help PSAs to persuade?</p> <p>F) Explain how audience interpret these PSA's?</p>	15
Q.2 A)	Define Psychology & explain various branches of Psychology.	08
Q.2 B)	Illustrate the process and types of Memory.	07
	OR	
Q.2 P)	Elaborate on theories of personality.	15
Q.3 A)	Define learning & elaborate on experiments of B.F. Skinner and Ivan Pavlo.	08
Q.3 B)	Explain theories of Motivation in brief.	07
	OR	
Q.3 P)	"Films are a mirror of society." Analyze the statement about films addressing issues of same-sex couples and their impact on different social groups.	15
Q.4	<p>Write Short Notes. (Any three)</p> <ol style="list-style-type: none">1. Scripts and Schemas2. Maslow's hierarchy of needs3. Gestalt Principle4. Factors influencing Attitude5. Creative Thinking	15