

**BMC 2nd Semester Exam., 2018****MEDIA EDUCATION**

Time : 3 hours

Full Marks : 60

**Instructions :**

- (i) The marks are indicated in the right-hand margin.  
 (ii) There are **SEVEN** questions in this paper.  
 (iii) Attempt **FIVE** questions in all.  
 (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following as directed :  
 2×6=12

- (a) Markets today are not complex and fragmented.  
 ( Write True or False )
- (b) Target audience or target group is similar as target market.  
 ( Write True or False )
- (c) Why media literacy is 21st century approach to education?

(d) Media education is not the study of media production.

( Write True or False )

(e) Democracy is sometimes referred to as 'rule the minority'.

( Write True or False )

(f) India is not a hierarchical society.

( Write True or False )

(g) It is easier to read a long sentence than to analyze an image.

( Write True or False )

(h) Children who watch a lot of television may become less sensitive to the pain and suffering of others.

( Write True or False )

(i) What is UNO (United Nations Organization)?

(j) Name any one country which has one-party dictatorship.

2. Answer any *three* questions of the following :

4×3=12

- (a) Write a note on parent and community awareness strategies.
- (b) Write a note on foul language in media.
- (c) How to create a perfect media message?
- (d) What do you understand by new media?
- (e) How to define target audience?

Answer any *three* questions of the following :

12×3=36

- 3. Write the meaning and characteristics of society.
- 4. How would you define media literacy? What would you think it would take to be considered media literate?
- 5. Explain the effect of television violence on children and teenagers.
- 6. Explain project-based learning methodologies.
- 7. What is the role of media in today's world?

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