

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BAMT (Sem.-5)
MEDIA THEORY
Subject Code : AMT-503
M.Code : 14029

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

Write briefly :

1. Feminism
2. Reception
3. Advertising
4. Television
5. Content
6. User
7. Spectator
8. Consumer
9. Receiver
10. Criticism

SECTION-B

11. Give a standard definition of Advertising.
12. Enumerate five uses of video.
13. What is digital video?
14. List different types of audio visual media.
15. Define culture.

SECTION-C

16. Discuss the theories of spectatorship.
17. Establish the relationship between media and the Culture Theory.
18. Highlight the critical importance of the Reception Theory.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.