Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BAMT (Sem.–5) MEDIA THEORY Subject Code : AMT-503 Paper ID : [F0336]

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

- 1. Write briefly :
 - a) Film
 - b) Production
 - c) Media
 - d) Message
 - e) Culture
 - f) Video
 - g) Digital
 - h) Consumer
 - i) Genre
 - j) Feedback

SECTION-B

- 2. Define television.
- 3. What is meant by video art?
- 4. Give a standard definition of advertising.
- 5. What is media theory?
- 6. List five genres of film.

SECTION-C

- 7. Discuss the theory of production and consumption of media content.
- 8. Establish the relationship between feminism and Film Theory.
- 9. Highlight the importance of film criticism.