

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER
Sub: Media & Society (BAJMC 23-302)

Date: 17/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any Two) (20)

- 1) Examine the role of media in social, economic and rural development.
- 2) Describe how media contributes to social change in India with case studies.
- 3) Why media is often called as “fourth estate” in a democracy? Discuss how does media help in promoting political awareness among citizens?

Q. 2. Write short notes. (Any Two) (10)

- 1) Agenda Setting Theory
- 2) Representation of Gender in media
- 3) Spiral of Silence

Q. 3. Open Ended Question (10)

Analyze the impact of impact of media stereotypes on society, especially in Indian media with examples.
