**Birla Institute of Technology and Science, Pilani**

**II Semester 2016-17**

**Mid Semester Examination**

**GS F223: Introduction to Mass Communication (close book)**

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**MM: 30 Duration : 90 min 11/ 03/ 2017**

Q1. Name the different media of mass communication. Explain the reason of communication failure in media communication. Cite an instance when it was complete distortion of information. **8**

Q2. What do you understand by media literacy? Elaborate the seven elements of media literacy with appropriate examples.  **7**

Q3. Media has changed the perception about the women. In the light of recent women’s day, support your views based on the news/ advertisements which appeared in the newspaper of the last few days.

**7**

Q4. Write a feature article on “The role of examination on student’s life”. (250-300 words) **8**