



QP CODE: 25021608



Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

B.Voc Broadcasting and Journalism

BJGT603 - MEDIA ANALYSIS

2018 Admission Onwards

DE0382E8

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Media Text Analysis.
2. Evaluate Film as a media text.
3. Sublimation.
4. Define ego defense mechanism.
5. Hegemony.
6. Define marxism in simple words.
7. Dialectical materialism.
8. How a distant view is analysed in the context of semiotics?
9. Define intertextuality.
10. Metaphor in films.
11. Travel journalism.
12. Western movies.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Importance of theories in mass media analysis.
14. According to Freud we are born with our ID, Elucidate.





15. How does the second part of the personality begin to grow?
 16. How does social media creates alienation in society? Discuss.
 17. Explain the significance of logos in branding a media industry.
 18. Identify a class and list out the features.
 19. Write a note on the common and uncommon factors in Indian and foreign fiction movies.
 20. Analyse the depiction of race in contents like 'The Help' and 'Downton Abbey'.
 21. Stereotypes have been broken in newly made western Dramas. Analyse with examples.
- (6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Define Digital Divide.
23. Mention the defense mechanism you have seen in various film characters.
24. Analyze media as a means of production.
25. Prepare a synchronic analysis of contemporary Malayalam movies.

(2×15=30)

