

Roll No.

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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.