

International Islamic University Chittagong
Department of English Language & Literature.

Midterm Exam Autumn –2023

Course Code: **ELL-4839** Course title: **Language and Media**

Time: **1 hour 30 mins**

Total Marks :**30**

Answer question no. 1 and any two from the following questions.
(Figures in the right-hand margin indicate full marks.)

1. Write short notes on any ~~two~~ of the following: 5x2= 10
 - a. Media Literacy
 - b. Media Consumption Vs Media Production
 - c. Communication Media Vs Entertainment Media
 - d. Multi-Modal Ensembles
 2. What do you understand by social media? Describe the alternate use of social media in the 21st Century. 10
 3. Critically comment on the NAML and CML frameworks for media analysis. 10
 4. Create a media log of 24 hours on your media usage and comment on this 10
 5. Write a critical analysis of a media content based on your recent study of news, video and non-video advertisements, etc. 10
-