

Reg. No

Name

23U665

B. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ14 : MEDIA, CULTURE AND SOCIETY
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What was the news agency started by the Third World countries against the 'globals'?
2. Write any two images of elderly projected by the media.
3. Give the full form of PTI. When was it formed?
4. Give an example of a youth programme on Malayalam television.
5. Give an example of a health programme on AIR.
6. What is globalisation?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain the terms media construction and mediation.
8. Write a note on 'information imbalance'.
9. What are news agencies?
10. What is meant by media ownership and control?
11. Analyse the political economy of social media.
12. Explain the terms anchorage and stereotypes.
13. Write a note on community radio.
14. Define culture. Give any three features of culture.
15. How can social media be used for social change?
16. Explain cultural imperialism.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain Stuart Hall Theory.
18. Discuss the elements of cultural communication.
19. Discuss the different ways of misrepresentation of communities by media.
20. Explain the need for media literacy among different categories of people.
21. Discuss the international flow of communication in the digital era.
22. Explain diffusion of culture.
23. Explain how the media help in addressing the environmental issues in society.
24. Explain the nature and functions of news agencies.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Elaborate the concept of representation with reference to the media portrayal of children in media.
26. Write a critical analysis on the news flow challenges in the present world information order.
27. Discuss the impact of mass culture on individuals based on the debates related to culture industries within the Frankfurt School.
28. How do media become important tools in connecting society and culture? Elaborate with examples.

(15 x 2 = 30)