

Reg. No

Name

24U666

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ14 - MEDIA, CULTURE AND SOCIETY
(For Regular - 2021 Admission and Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Give the full form of NWICO .
2. Give the full form of ICT.
3. What is visual coding in media?
4. Define encoding.
5. Who proposed 'Social Learning Theory'?
6. Define culture.

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Write a note on participatory communication.
8. Write a note on the relationship of media and society.
9. Give any two examples of stereotyped images created by advertising.
10. Define ideology. Give two examples.
11. Explain cross-cultural communication.
12. What is culture shock? Give examples.
13. What is meant by media representation?
14. Give the importance of ITU.
15. Who are 'opinion leaders' in a society?
16. Write the names of any four Indian news agencies.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Strong and positive representation can help fight and break down stereotypes that can be detrimental to individuals and limiting to society. Elaborate.
18. Discuss an appropriate media programming strategy to generate awareness on environmental issues in india.
19. Write brief notes on UNESCO and ITU.
20. How are media representations constructed using shots and angles?
21. Describe the relationship between culture, society, and social institutions.
22. Analyse the role of the state in controlling the media.
23. Why did the British Broadcasting Corporation (BBC) and the Voice of America start broadcasting?
24. Why is the role of community radio important in the discussions of culture?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Elaborate the concept of representation with reference to the media reportage of protest movements in Indian media.
26. How do various media act as agents of social change? Discuss.
27. 'Information and communication are tools of equality and exploitation'. Evaluate.
28. Discuss the impact of culture industry on folk culture with suitable examples.

(15 x 2 = 30)