

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2025
SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U6CRBCJ14 : MEDIA, CULTURE AND SOCIETY
(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Give an example of media convergence.
2. What is meant by transnational media?
3. What is audio coding in media?
4. Define consumerism.
5. Give the full form of NWICO .
6. Give an example of a youth programme on Malayalam television.

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What are news agencies?
8. What is cultural communication?
9. Define cultural pluralism?
10. Write a note on community radio.
11. Write a note on media and national integration.
12. UNESCO has been in action for a long period of time. Do you think that we need such an organisation? Why?
13. Write briefly on the characteristics of media audience.
14. Define cultural imperialism.
15. Give any two examples of stereotyped images created by advertising.
16. Give two suggestions on how media can help in addressing the evils of dowry system.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain why culture is important in any society.
18. Explain Stuart Hall Theory.
19. Media is a successful carrier of dominant ideology. Explain.
20. Explain the need for media literacy among different categories of people.
21. Write a note on any three global news agencies.
22. How are media representations constructed using shots and angles? Discuss.
23. Explain cultural hegemony with examples.
24. Discuss the need for media literacy at school level in a developing country like India.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Discuss the impact of mass culture on individuals based on the debates related to culture industries within the Frankfurt School.
26. Write an essay on the impact of Media on Society in the Digital Age.
27. Evaluate the relevance of the New World information and Communication Order for developing countries in the 21st century.
28. Elaborate the concept of representation with reference to the media reportage of caste issues in Indian media.

(15 x 2 = 30)