

Reg. No .....

Name .....

26U671

**B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2026**  
**SEMESTER 6 : MASS COMMUNICATION AND JOURNALISM MODEL - I**

**COURSE : 19U6CRBCJ14 : MEDIA, CULTURE AND SOCIETY**

*(For Regular 2023 Admission and Supplementary 2022/ 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. Name the news agencies of Japan and Germany.
2. Give the full form of UNESCO.
3. Who defined development as a participatory process of social change?
4. Write any two images of youth projected by the media.
5. Define culture.
6. Define encoding.

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. What is the meaning of 'information-rich West'? Explain with examples.
8. What is meant by media representation?
9. What are the consequences of media concentration for the representation of marginalized voices and perspectives?
10. Define ideology. Give two examples.
11. Write a note on commercialisation of media.
12. Write any two ways that media can promote culture.
13. Write a note on the impact of media on youth and children.
14. How did the cold war help the communication technologies to develop?
15. Explain cross-cultural communication.
16. What role do social media platforms play in shaping and disseminating mass culture and how do they impact local culture?

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Discuss the elements of cultural communication.
18. Explain diffusion of culture.
19. Strong and positive representation can help fight and break down stereotypes that can be detrimental to individuals and limiting to society. Elaborate.
20. Discuss the international flow of communication in the digital era.
21. Explain the characteristics and functions of mass media.
22. Write down the history of five large transnational news agencies.
23. Discuss an appropriate media programming strategy to generate awareness on environmental issues in India.
24. Media construct reality. Discuss.

**(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. Discuss popular culture based on the six definitions by Jogn Storey.
27. 'Information and communication are tools of equality and exploitation'. Evaluate.
28. Discuss the effects of globalization of media on Indian culture.

**(15 x 2 = 30)**