



QP CODE: 25021016

25021016

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC6CRT29 - MEDIA, CULTURE AND SOCIETY

2017 Admission Onwards

F8006B01

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define SITE.
2. Identify the term visual literacy.
3. Define Social media.
4. Define identity.
5. Identify the personality Herbert Blumer.
6. Explain the term time biased media.
7. Define gender.
8. Describe selective perception.
9. Describe twitter storm.
10. Explain global village.
11. Explain the term international communication.
12. Describe vertical integration.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Justify the statement “ media is a magic multiplier”.
14. Describe the importance of human rights.
15. Describe Althusser’s notion of ideology.
16. Describe how television is producing popular culture.
17. Discuss the culture industry causes homogenisation of culture.
18. Explain how cultural imperialism is related to unequal global news flow.
19. Discuss the benefits of digital media.
20. Discuss the importance of data protection in digital era.
21. Discuss about the contributions of Al Jazeera.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss in detail political economy theory of media.
23. Discuss about gender stereotyping in Advertisements.
24. Discuss about the stereotyping of Dalits in Indian films.
25. Describe the impact of globalisation in mass communication.

(2×15=30)

