

QP CODE: 26019245



Reg No :

Name :

MA DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

Master of Arts in Journalism and Mass Communication

ELECTIVE - JM810403 - MEDIA AND SOCIETY

2019 Admission Onwards

A714915A

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Define Development support communication.
2. List out emerging new technology in Indian society.
3. Define public opinion.
4. Discuss different forms of non-verbal communication.
5. Discuss the purpose of Right to Information Act.
6. Explain what are the difference between traditional literacy and media literacy.
7. Explain the economic marginalization in India.
8. Explain Agenda setting function of social media.
9. Describe the fundamental qualities of a Television journalist.
10. Explain the term popular culture.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Define society and explain different components of society.
12. Explain the effects of print media on society.





13. Analyse the construction of feminism in Indian media.
14. Explain the relation between psycho-analysis approaches and inter personal communication.
15. Define mass media and explain the types of mass media in India.
16. Explain the role of FDI in Indian media.
17. List out the disadvantages of bystander journalism.
18. Explain the advantages and disadvantages of E- reading.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Discuss why the media is called the fourth pillar of Democracy.
20. Examine Public Relation tools of government of India for wellbeing of citizen.
21. Communication is the basic need for the survival of human beings. Justify the statement.
22. Analyse the concept of visual literacy. How does it help the understanding and appreciation of a film.

(2×5=10 weightage)

