



QP CODE: 24001258



24001258

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC6CRT29 - MEDIA, CULTURE AND SOCIETY

2017 Admission Onwards

9F8E245C

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define communication campaign.
2. Define the term media literacy.
3. Define WWF.
4. Define crowd.
5. List any three effects of popular culture on youth.
6. Identify the personality Harold Innis.
7. Describe the organisation NWM.
8. Explain Arab spring.
9. Identify the personality Manuel Castells.
10. Describe briefly data protection bill 2019.
11. Discuss about the news agency UNI.
12. Explain the term international communication.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Justify the statement “ media is a magic multiplier”.





14. Explain the concept of stereotype in media.
15. Find why culture is a construct?
16. Analyse the statement “ The class which has the means of material production at its disposal, has control at the same time over the means of mental production”.
17. Discuss the culture industry causes homogenisation of culture.
18. Describe cultural imperialism.
19. Discuss the need of politics in art forms.
20. Analyse the impact of western domination in news flow.
21. Describe the impacts of trans national media ownership.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss in detail political economy theory of media.
23. Examine the role of media in education.
24. Analyze the statement “ Media creates gender roles in children’s mind”.
25. Describe the problems of western domination in international news flow.

(2×15=30)

