



QP CODE: 20100676

Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC6CRT29 - MEDIA, CULTURE AND SOCIETY

2017 Admission Onwards

7EBAA75A

Time: 3 Hours

Marks: 80

Part A

*Answer any **ten** questions.*

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

1. Define life expectancy.
2. Identify the personality Noam Chomsky.
3. Define edutainment.
4. Identify the personality Raymond Williams.
5. Define mass media.
6. Identify the personality Marshall McLuhan.
7. Describe the organisation NWM.
8. Explain cultivation theory.
9. Discuss about the movement #blacklivesmatter.
10. Identify the news agency Xinhua.
11. Describe the news agency AFP.
12. Describe cross media ownership.

(10×2=20)



Part B

*Answer any **six** questions.*

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

13. Compare between dominant paradigm and alternative paradigm in communication for social change.
14. Explain the role of media in protecting human rights.
15. Describe Althusser's notion of ideology.
16. Compose some arguments about the homogenisation of culture.
17. Explain the idea cultural industry.
18. Describe cultural imperialism.
19. Describe the features of information society.
20. Describe about surveillance in digital environment.
21. Analyse the suggestions of Mac Bride Commission report.

.(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the need of media literacy in India.
23. Discuss about gender stereotyping in Advertisements.
24. Discuss about the stereotyping of Dalits in Indian films.
25. Discuss the effects of inequality in information flow.

(2×15=30)

