



QP CODE: 23105790

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
MARCH 2023**

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC6CRT29 - MEDIA, CULTURE AND SOCIETY

2017 Admission Onwards

CC6A1341

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Identify the personality "E M Rogers".
2. Identify the work "manufacturing Consent".
3. Identify the newspapers Young India and Kesari.
4. Describe the term Hegemony.
5. List any three effects of popular culture on youth.
6. Identify the personality Theodor Adorno.
7. Define selective retention.
8. Define the term subaltern.
9. Explain Arab spring.
10. Explain global village.
11. Define UNESCO.
12. Describe globalisation.

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Describe the role of community radios in development.
14. Describe any incident where media is used for solve environmental issues.
15. Define the term "subculture".
16. Explain the emergence of mass society theory.
17. Describe the importance of medium theory.
18. Describe cultural imperialism.
19. Describe the term information society.
20. Describe the problems due to inequality in international news flow.
21. Discuss about the news agency Reuters.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Assess the statement "media literacy can fight fake news".
23. Discuss about gender stereotyping in Advertisements.
24. Analyze the role of cinema in creating gender stereotypes.
25. Describe the effects of digital divide and the factors contributing to it.

(2×15=30)

