



QP CODE: 22101161

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE - MC6CRT29 - MEDIA, CULTURE AND SOCIETY

2017 Admission Onwards

CF569E39

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the term innovation.
2. Describe the term digital India.
3. Identify the book gender trouble.
4. Explain the term ISA.
5. Describe popular culture.
6. Define imperialism.
7. Discuss the need for gender neutral language in media.
8. Describe twitter storm.
9. Describe the term internet of things.
10. Discuss about the news agency AP.
11. Define media convergence.
12. Define LPG.

(10×2=20)





Part B

*Answer any **six** questions.*

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

13. Explain the features of community radio.
14. Describe the importance of human rights.
15. Describe culture.
16. Explain the term mass society.
17. Discuss the culture industry causes homogenisation of culture.
18. Discuss the difference between hot medium and cool medium.
19. Discuss the need of politics in art forms.
20. Discuss how Internet giants such as google, Facebook and amazon exploit users data.
21. Discuss the concept of free flow of information.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss in detail political economy theory of media.
23. Explain how media was useful for national integration in India, during freedom struggle.
24. Describe the effect of social media on youth.
25. Explain the importance of NWICO.

(2×15=30)

