

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

MEDIA, SOCIETY & CULTURE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What are cultural symbols?
 - (i) Words or phrases that are unique to a particular culture
 - (ii) Gestures or objects that carry meaning within a culture
 - (iii) Slang terms used by young people
 - (iv) The word "hello"
- 2 According to the Greek philosopher Heraclitus, which of the following is true about the world?
 - (i) Everything is constantly changing
 - (ii) Everything is permanent and unchanging
 - (iii) The world is a product of human perception
 - (iv) The world is god creation
- 3 How can knowledge of grammar help with cultural communication?
 - (i) It can help to avoid misunderstandings caused by differences in language structure
 - (ii) It is not helpful in cultural communication
 - (iii) It can be useful for learning about different cultural traditions
 - (iv) It will be beneficial in the pronunciation of words in a language
- 4 What is the impact of pluralistic media on Indian society?
 - (i) It creates a more diverse and informed society
 - (ii) It leads to increased polarization and division
 - (iii) It reduces freedom of speech and expression
 - (iv) It promotes only the views of the majority
- 5 Which of the following is a criticism of mass-mediated culture?
 - (i) It promotes cultural understanding and diversity
 - (ii) It allows for the spread of niche and minority cultures
 - (iii) It creates a global culture that erases local traditions and customs
 - (iv) It has no impact on the culture

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain how nonverbal communication can be used to illustrate cultural differences and similarities.

OR

b In what ways can culture as a social institution perpetuate inequality and discrimination?
- 7 a How do technological advances impact the retention of information in Eastern and Western cultures?

OR

b How does language affect our ability to retain information in Eastern and Western cultures?

Cont...

8 a Analyse the effect of globalization on our understanding of cultural identity and our relationship with the wider world.

OR

b Discuss how technologies such as the telescope, microscope, and computer changed the way we understand and interact with reality?

9 a Examine the role of media in modern society and why it is considered important?

OR

b State the proliferation of fake news and misinformation impacted the credibility and trustworthiness of media outlets.

10 a List some of the key differences between high-context and low-context cultures, and how do these differences impact communication?

OR

b What role do cultural stereotypes and biases play in cross-cultural communication, and how can they be addressed to promote effective communication?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11 a Evaluate the role of assumptions in intercultural communication and discuss how they can be overcome.

OR

b Analyze how does the institutionalization of culture affect cultural diversity and globalization?

12 a Analyze the impact of Greek philosophy on Western thought and the modern perception of the world. How do Greek concepts such as natural law, ethics, and metaphysics still shape our worldviews?

OR

b Evaluate the contribution of ancient Greek thinkers such as Aristotle, Plato, and Socrates to our understanding of the world. How do their concepts of knowledge, truth, and reality still resonate today?

13 a Evaluate the impact of globalization on the convergence and divergence of Western and Greek concepts of the world.

OR

b Elucidate the relationship between language and perception of the world in Western and Greek concepts. How do language and cultural differences impact our ability to understand and interpret reality?

14 a Enumerate the relationship between media ownership and editorial independence, and how does this impact the quality and accuracy of news reporting?

OR

b Interpret the influence of media on cultural norms and values, and how does it shape our understanding of identity, gender, and race?

15 a According to the Frankfurt School, what is the role of mass media in contemporary society? How does it affect people's perceptions of reality, and what are its implications for democracy?

OR

b Explain the significance of critical theory in the Birmingham School's approach to culture and communication. How does it differ from traditional approaches to cultural analysis, and what are its implications for social change?