

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2022
(Second Semester)**

Branch – ELECTRONIC MEDIA

MEDIA, SOCIETY AND CULTURE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Who encodes the thoughts / ideas by selecting words, symbols or gestures?

(i) Encoder	(ii) Programmer
(iii) Sender	(iv) Mediators
2. People who comment in social media to express their opinions are called

(i) Influencers	(ii) Activists
(iii) Whistle blowers	(iv) Active audience
3. The process of getting adapted to the society in which a person lives is called

(i) Survival instinct	(ii) Socialization
(iii) Active learning	(iv) Passive learning
4. The societal norms and beliefs that a group of people follow is called

(i) Cult	(ii) Culture
(iii) Civilization	(iv) Customs
5. The information rich tend to have

(i) better access to technology	(ii) popular culture
(iii) common religious beliefs	(iv) same mother tongue

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Define Hegemony.
OR
b Explain what is media myth.
- 7 a What are the different types of audience?
OR
b What is meant by audience effect?
- 8 a Explain status conferral.
OR
b Explain mediated communication with an example.
- 9 a Explain the need for media awareness among the general public.
OR
b What are the various economic determinants in media?
- 10 a What is digital divide?
OR
b Differentiate information rich and information poor.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Explain how hegemony and myth serve the dominant ideology.

OR

b Comment on the stereotypical representations of men in Tamil films.

12 a Discuss the important Determinants within which Media texts are produced.

OR

b Explain the impact of media and its influence on day to day life of people.

13 a Define Society and explain why different kinds of groups are formed with various functions.

OR

b Analyse how management of information take place in media?

14 a "Advertisements tend to saturate viewers mind" Do you agree? Justify your answer.

OR

b Modern Media encourage the "Industrialization of the mind". Discuss.

15 a Is the growth of privatisation of information harmful to the society? Why?

OR

b Critically evaluate whether social media has any impact in emotional wellbeing of people.

Z-Z-Z

END