

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

**MA DEGREE EXAMINATION MAY 2024  
(Second Semester)**

Branch - **JOURNALISM & MASS COMMUNICATION**

**MEDIA, SOCIETY AND CULTURE**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Name the origin of the term Communication. a) Comment                      b) Communis c) Opinion                        d) Politics	K1	CO1
	2	Classify one type of Intercultural Communication. a) Known                         b) Cross border c) Cross Cultural                d) Blind	K2	CO1
2	3	Mention an element of Eastern culture. a) Social Harmony              b) Materialistic c) Individualistic                d) elitist	K1	CO2
	4	Identify the country of origin of Buddhism. a) India                            b) Sri Lanka c) Nepal                            d) Bhutan	K2	CO2
3	5	Which Age was the glorious age of Tamil Literature? a) Mahalingam                  b) Sangam c) Marutham                      d) Harappa	K1	CO3
	6	Illustrate which language Panini was associated with. a) Malayalam                    b) Hindi c) Sanskrit                        d) Brahmi	K2	CO3
4	7	Mention the type of Media with which Domestication Theory is linked. a) Traditional                    b) Folk c) New Media                      d) Group Media	K1	CO4
	8	Mention the kind of media in today's society. a) Pluralistic                      b) Paid c) Partisan                         d) Defunct	K2	CO4
5	9	Who wrote My Experiments with Truth? a) Salman Rushdie                b) Mahatma Gandhi c) Chetan Bhagath                d) Dannah Boyd	K1	CO5
	10	Name the person associated with Cultural Hegemony Theory. a) Antonio Gramsci                b) Marx c) Adorno                         d) Habermas	K2	CO5

Cont...

**SECTION – B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Compare haptics and kinesics as two forms of non verbal communication.	K2	CO1
	(OR)			
	11.b.	Apply the concept of collectivistic culture to contemporary Indian Society. Cite suitable examples.		
2	12.a.	Identify the core tenets of Buddhism.	K3	CO2
	(OR)			
	12.b.	Choose two common factors in Christianity and Islam.		
3	13.a.	Select four common terms in Hindi and Tamil. Explain their meanings.	K4	CO3
	(OR)			
	13.b.	'Language is Culture.' Briefly explain.		
4	14.a.	Examine how instagram impacts lives of youth.	K4	CO4
	(OR)			
	14.b.	Contrast media usage patterns of urban and rural youth.		
5	15.a.	Simplify and explain Gandhi's concept of Ahimsa.(non violence).	K4	CO5
	(OR)			
	15.b.	Examine the statement 'Self and Society are twin born.'		

**SECTION –C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Compare and contrast linear and circular models of communication. Cite relevant examples.	K4	CO1
2	17	Distinguish between spirituality and religion in the western context.	K4	CO2
3	18	Discuss the rich Tamil grammatical tradition with reference to Tholkappiyar.	K4	CO3
4	19	Demonstrate the difference between News and Media Sensationalism.	K4	CO4
5	20	Explain the concept of selfies and reels as cultural manifestations from a theoretical perspective.	K4	CO5