22EMP208N

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2025
(Second Semester)

Branch – **ELECTRONIC MEDIA**

CULTURE, MEDIA AND SOCIETY

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	What does hegemony refer to a) domination of one social class over another through force b) cultural, ideological /political dominance of one group over others c) a form of democratic leadership in a society d) a system of equal power distribution	K2	CO1
	2	Gender stereotypes impact society by a) encouraging equal treatment for all genders b) restrict roles & expectations based on gender c) promote freedom of choice for all gender d) have no effect on social roles	K2	CO1
2	3	The proponent of Agenda setting theory is a) George Gerbner b) Walter Lippman c) Noam Chomsky d) Harold Lasswell	K3	CO2
	4	Cultivation theory is often associated with the impact of a) Social media b) Print media c) Television d) Radio	K4	CO3
3	5	Which agent of socialisation primarily influences individuals during childhood? a) Peer groups b) Media c) Family d) workplace	K4	CO3
	6	Status conferral often results in a) Social inequality b) Increased participation c) decreased social mobility d) enhanced economic growth	K3	CO3
4	7	According to Gandhi, Communication should be a) Persuasive b) rooted in truth c) focused on material progress d) used for political control	K5	CO5
	8	"Tragedy of the common" is an example of a) Moral dilemma b) Social dilemma c) Political dilemma d) economic dilemma	K5	CO5
5	9	In Knowledge society, the important asset is a) Natural resources b) Physical capital c) Intellectual capital d) Financial capital	K2	CO1
	10	The effort to bridge the information gap includes a) increase of internet access cost b) limit the availability of public internet access c) promote digital literacy programmes d) Focus access for urban areas only	K2	CO1

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.	Differentiate between hard power and soft power with suitable examples.	K4	CO3
		(OR)		
	11.b.	Differentiate between individualism and collectivism with suitable examples.		
2	12.a.	Explain media dependency in the age of social media.	K5	CO3
		(OR)		
	12.b.	Explain how cinema cultivates ideas and ideologies using the cultivation theory and suitable examples.		
3	13.a.	List out media's role in a democracy with suitable examples.	K4	CO4
		(OR)		
	13.b.	*Status conferral role of media can influence election outcomes* - Examine this statement critically. Give examples to substantiate your arguments.		
4	14.a.	Elaborate on the nexus between religion and politics with suitable examples.	K4	CO4
		(OR)		
	14.b.	Elaborate on the relevance of Gandhian model of communication in contemporary times.		
5	15.a.	Evaluate the opportunities and challenges inherent in AI communication technologies .	K5	CO5
		(OR)		
	15.b.	Discuss strategies to bridge the information gap in developing countries.		

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	Critically examine how media creates and promotes gender stereotypes with examples from recent times.	K4	CO2
2	17	*Media tells you what to think and how to think.* – Critically analyze the validity of this statement using the agenda-setting theory.	K4	CO3
3	18	*Indian mainstream media is pluralistic* – Examine this statement critically. Give examples to substantiate your arguments.	K5	CO3
4	19	Analyze the different ways in which cinema influences the culture. Give examples from contemporary times.	K4	CO5
5	20	Evaluate the recent trends in communication with an emphasis on the internet and its role in creating a knowledge society.	K5	CO5

Z-Z-Z END