

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

**MA DEGREE EXAMINATION MAY 2025  
(Second Semester)**

Branch – **JOURNALISM AND MASS COMMUNICATION**

**MEDIA, SOCIETY & 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            | What is communication?<br>a) The process of exchanging information and ideas<br>b) A form of mass media entertainment<br>c) The study of language structure<br>d) The production of television programs   | K1      | CO1 |
|            | 2            | What is the significance of cultural symbols in non-verbal communication?<br>a) They have no impact on communication<br>b) They help convey meanings specific to cultural contexts<br>c) They only exist in written communication<br>d) They are universally understood across all cultures   | K2      | CO1 |
| 2          | 3            | Which of the following are Eastern philosophical traditions related to communication?<br>a) Hinduism and Buddhism      b) Marxism and Capitalism<br>c) Existentialism and Postmodernism<br>d) Realism and Pragmatism  | K1      | CO1 |
|            | 4            | What is the key difference between Eastern and Western concepts of information retention?<br>a) Western concepts focus on intuition, while Eastern concepts rely on logic<br>b) Eastern traditions emphasize memory and oral transmission, while Western traditions focus on written records<br>c) Eastern concepts rely entirely on modern technology, while Western concepts do not<br>d) Western traditions discourage the use of books, while Eastern traditions promote them | K2      | CO1 |
| 3          | 5            | What is media dependency?<br>a) The reliance of society on media for information and decision-making<br>b) A strategy used in advertising<br>c) The control of media by the government<br>d) The use of social media for entertainment  | K1      | CO1 |
|            | 6            | How does media influence social behavior?<br>a) By shaping public opinions, attitudes, and lifestyle choices<br>b) By having no effect on society<br>c) By controlling government policies directly<br>d) By replacing interpersonal communication entirely   | K2      | CO1 |
| 4          | 7            | Who is associated with the theory of transformational-generative grammar?<br>a) Noam Chomsky      b) Ferdinand de Saussure<br>c) Roland Barthes      d) Edward Sapir  | K1      | CO1 |
|            | 8            | What is the role of grammar in intercultural communication?<br>a) It provides a structural foundation for clear understanding between cultures<br>b) It is irrelevant in cross-cultural communication<br>c) It only applies to written communication<br>d) It prevents communication between different cultures   | K2      | CO1 |

Cont...

|   |    |   |    |     |
|---|----|---|----|-----|
| 5 | 9  | What is meant by "mass-mediated culture"?<br>a) A culture shaped and influenced by mass media content<br>b) A culture that rejects media influence<br>c) A culture based only on traditional storytelling<br>d) A culture that does not rely on modern technology | K1 | CO1 |
|   | 10 | What is one challenge of communication in the Internet era?<br>a) Information overload and misinformation<br>b) Limited access to media content<br>c) Complete elimination of traditional communication<br>d) Decrease in online connectivity                     | K2 | CO1 |

**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.        | Define communication and explain its process.  | K2      | CO1 |
|            |              | (OR)   |         |     |
|            | 11.b.        | Discuss the role of cultural symbols in verbal and non-verbal communication.                           |         |     |
| 2          | 12.a.        | Compare the perception of the world from Western and Greek (Christian) perspectives.                   | K2      | CO2 |
|            |              | (OR)   |         |     |
|            | 12.b.        | Explain the retention of information in Eastern and Western concepts.                                  |         |     |
| 3          | 13.a.        | Analyze the contemporary importance of media in modern society.  | K2      | CO3 |
|            |              | (OR)   |         |     |
|            | 13.b.        | How does media dependency influence audience think and social behavior?                                |         |     |
| 4          | 14.a.        | Explain the role of language and grammar as a medium of cultural communication.                        | K2      | CO3 |
|            |              | (OR)   |         |     |
|            | 14.b.        | Discuss the linguistic aspects of intercultural communication with reference to Chomsky and Patanjali. |         |     |
| 5          | 15.a.        | Examine the impact of market-oriented media on society and its social dilemma.                         | K2      | CO2 |
|            |              | (OR)   |         |     |
|            | 15.b.        | Analyze the contemporary relevance of Gandhi's model of communication.                                 |         |     |

**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           | Discuss the concept of culture as a social institution and its influence on communication. Explain with suitable examples.                  | K4      | CO1 |
| 2          | 17           | Analyze the role of perception in shaping cultural worldviews and compare how different civilizations interpret reality.                    | K4      | CO2 |
| 3          | 18           | Evaluate the pluralistic nature of media in Indian society and its impact on diverse audiences.   | K4      | CO4 |
| 4          | 19           | Critically examine the contributions of linguistic theories to intercultural communication and their relevance in today's globalized world. | K4      | CO1 |
| 5          | 20           | Discuss how mass-mediated culture influences social conflicts and religious communication in a digital era.                                 | K4      | CO2 |