

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

**MSc DEGREE EXAMINATION DECEMBER 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	A culture combines inputs and impositions from other cultures with local realities is _____ a) Ethnocentrism b) Cultural imperialism c) Cultural hybrids d) Cultural relativism	K1	CO1
	2	Culture studies is an academic field grounded in _____ a) Critical theory b) Political theory c) Cultural theory d) Media theory	K2	CO1
2	3	Media have established a decisive and fundamental leadership in the _____ a) Cultural sphere b) Cultural audience c) Cultural society d) Cultural space	K1	CO2
	4	'Media transformed the world into a global village is the statement quoted by whom? a) Jeffrey Cole b) George Gerbner c) Max McCombs d) Marshall McLuhan	K2	CO2
3	5	The process by which an individual learns the culture of their society is known as _____ a) Socialisation b) Internalisation c) Internalisation d) Modernization	K1	CO3
	6	The process of getting adapted to the society in which a person lives is called a) Survival instinct b) Socialization c) Active learning d) Passive learning	K2	CO3
4	7	Which one of the following is a systematic approach to the study of the effects of mass media on audiences _____ a) Uses and gratification b) Pluralistic media c) Media dependency d) Media influence	K1	CO4
	8	Who wrote the famous essay 'Civil Disobedience' while undergoing imprisonment? a) M.K. Gandhi b) H.D. Thoreau c) Bharathiar d) Bala Gangadhar Thilak	K2	CO4
5	9	What is digital divide? a) Better access to technology b) Common religious beliefs on the internet c) Popular culture with technology d) The unequal access to digital technology	K1	CO5
	10	Steve Jobs is the founder of _____ a) Microsoft b) Mind Tree c) Hewlett Packard d) Apple Inc	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.	Explain the need for media awareness among the general public.	K5	CO1
		(OR)		
	11.b.	Construct the status of women in India concerning the prevailing social framework and political scenario.		
2	12.a.	'Medium is the message' – Distinguish the concept from the perspective of McLuhan's perspective.	K4	CO2
		(OR)		
	12.b.	Examine how media dominate social ideology. Discuss with proper examples.		
3	13.a.	What are the functions of mass media? Examine Indian media's role in discharging its responsibilities to the society.	K4	CO3
		(OR)		
	13.b.	Classify pluralistic media in Indian society.		
4	14.a.	'Media are primarily businesses driven by a profit motive.' Comment on the statement from your learning of media, culture, and society.	K3	CO4
		(OR)		
	14.b.	List the advantages of the Gandhian model of communication.		
5	15.a.	What are the Indian audience initiatives towards alternative media? Discuss with examples.	K5	CO5
		(OR)		
	15.b.	'Social media platforms have changed the pattern of communication among the young generation' – Justify.		

**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	Explain how hegemony and myth serve the dominant ideology.	K5	CO1
2	17	Media Reflects the Society or Society reflects the media – Discuss in detail.	K6	CO2
3	18	Do the media play a role in deciding or changing the policy and decisions of the government? Explain with examples.	K5	CO3
4	19	Examine the power of the audience to determine the effects of media on individuals.	K4	CO4
5	20	'New communication technologies have created unprecedented opportunities for surveying people within a society.' Comment your view and discuss the harmful effects of the internet on society.	K6	CO5