

MA DEGREE EXAMINATION MAY 2026
(Second Semester)

Branch – **JOURNALISM & 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	Which of the following best defines communication? (i) The exchange of information only through mass media (ii) A linear process involving only sender and receiver (iii) The process of sharing meanings through symbols and signs (iv) The transmission of messages without feedback	K1	CO1
	2	In the communication process, cultural values influence which of the following? (i) The physical channel used for message transmission (ii) The interpretation of messages by the receiver (iii) The technical quality of the message (iv) The speed of information flow	K2	CO1
2	3	Which of the following philosophies emphasizes the concept of rebirth (samsara) in understanding the world? (i) Greek philosophy (ii) Christian worldview (iii) Hindu philosophy (iv) Western scientific rationalism	K1	CO2
	4	Which of the following best explains a key difference between Eastern and Western perceptions of the world? (i) Eastern thought emphasizes material progress, while Western thought stresses spiritual liberation (ii) Eastern philosophies often view time as cyclical, while Western philosophies largely view time as linear (iii) Western philosophies reject rationality, while Eastern philosophies rely only on logic (iv) Eastern and Western philosophies share identical views on human-nature relationships	K2	CO2
3	5	Which of the following is regarded as an ancient Indian grammarian who systematized the structure of language? (i) Aryabhatta (ii) Aristotle (iii) Panini (iv) Bhaskaracharya	K1	CO3
	6	The concept of Thinai in classical Tamil literature illustrates the relationship between: (i) Grammar and syntax (ii) Language and cultural landscape (iii) Language and political power (iv) Language and technological development	K2	CO3
4	7	Which of the following terms refers to the existence of multiple voices and viewpoints in a media system? (i) Media monopoly (ii) Media dependency (iii) Pluralistic media (iv) Media determinism	K1	CO4
	8	In the context of media dependency theory, audiences are most influenced by media when: (i) Media content is purely entertainment-based (ii) Alternative sources of information are easily available (iii) Media become central to understanding and interpreting social reality (iv) Audiences have high levels of media literacy	K2	CO4

Cont...

5	9	(i) Chicago School (iii) Toronto School	(ii) Frankfurt School (iv) Birmingham School	K1	CO5
	10	The Birmingham School differs from the Frankfurt School mainly by emphasizing: (i) Media as tools of ideological domination with passive audiences (ii) Cultural industries as purely economic institutions (iii) Active audiences who interpret and negotiate media meanings (iv) Complete rejection of popular culture as inferior		K2	CO5

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 the basic process of communication with a suitable diagram.	K1	CO1
		(OR)		
	11.b.	What is culture? Explain culture as a social institution and briefly describe its key components.		
2	12.a.	Explain the major features of Western and Eastern perceptions of the world.	K2	CO2
		(OR)		
	12.b.	Compare Eastern and Western concepts of time and existence, highlighting their influence on perception and retention of information.		
3	13.a.	Construct with examples how language acts as a medium of cultural communication.	K3	CO3
		(OR)		
	13.b.	Build the relationship between language and culture using examples from everyday communication.		
4	14.a.	Analyze the role of media in shaping audience thinking and social behavior in today's society with suitable examples.	K4	CO4
		(OR)		
	14.b.	Examine the concept of media dependency and discuss its implications for individuals and society.		
5	15.a.	Determine how mass-mediated culture influences society using any one cultural theory.	K5	CO5
		(OR)		
	15.b.	Evaluate the role of communication in shaping cultural understanding across societies, with suitable examples.		

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	Relate the importance of cultural symbols in verbal and non verbal communication.	K1	CO1
2	17	Compare eastern and western perspectives of communication with suitable examples.	K2	CO2
3	18	Identify how language reflects culture.	K3	CO3
4	19	Examine how media influences audience thinking and social behaviour in modern Indian society.	K4	CO4
5	20	Explain the relevance of any one school of thought (Frankfurt, Birmingham, Toronto or Chicago School) in understanding media and society.	K5	CO4

Z-Z-Z

END