

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

**MA DEGREE EXAMINATION DECEMBER 2022
(Second Semester)**

Branch – JOURNALISM AND MASS COMMUNICATION

MEDIA, SOCIETY AND CULTURE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Ravan Chhaya is originally from -----
 (i) Orissa (ii) Kerala
 (iii) Tamil Nadu (iv) Karnataka
- 2 Harold Innis is a / an -----
 (i) Technological determinist (ii) Orator
 (iii) Artist (iv) Photo Journalist
- 3 The Republic” is associated with
 (i) Plato (ii) Althusser
 (iii) Emile Durkheim (iv) Rousseau
- 4 The middle range theory of communication was advocated by -----
 (i) John Fiske (ii) Robert Merton
 (iii) Karl Marx (iv) M.S. Archer
- 5 The Community radio concept was associated with-----
 (i) Broadcasting (ii) Narrowcasting
 (iii) Personalcasting (iv) Podcasting

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss how media related to culture and politics.
 OR
 b Categorize the traditional media’s approach to popular culture.
- 7 a Write an account on the Buddhist perspectives on Communication.
 OR
 b Compare and contrast Western and Eastern concepts of Communication.
- 8 a Justify the Media Dependency theory.
 OR
 b Explain the term Media Pluralism.
- 9 a Classify Noam Chomsky’s five filters of Mass Media.
 OR
 b Discuss the term ‘Manufacturing Consent’.
- 10 a Illustrate Gandhian Model of Communication.
 OR
 b Explain Social Dilemma.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the cultural symbols in Verbal Communication.
OR
b Determine the various forms of traditional media with appropriate examples.
- 12 a Analyze how media enriches and propagates culture.
OR
b Explain the concept of Multi-layered media messages with relevant examples.
- 13 a Changing media technology have changed the way of society connecting socially and culturally. Justify.
OR
b Demonstrate the ability of media's power to act as a 'public sphere' to discuss important issues.
- 14 a Discuss Thoreau's perspective on Communication.
OR
b Delineate the various aspects of intercultural communication.
- 15 a Explain the concept of Cultural Convergence with appropriate examples.
OR
b Identify and discuss three examples of propaganda in mass media.

Z-Z-Z

END