

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – ELECTRONIC MEDIA

CULTURE, MEDIA & SOCIETY/ MEDIA SOCIETY & CULTURE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The 'post broadcast media' refers to
 - (i) Folk media
 - (ii) Social media
 - (iii) Print media
 - (iv) Electronic Media
- 2 What does the term 'hegemony' refer to?
 - (i) the impacts of media convergence and globalization that can be seen in a number of transnational television channels
 - (ii) Mass media can influence the thinking and values of a specific society, while audiences willingly consent to the dominant meanings.
 - (iii) global and local cultural encounter
 - (iv) the equal distribution of media products to different societies
- 3 Media serves in the society with the purpose of
 - (i) Education
 - (ii) Awareness
 - (iii) Entertainment
 - (iv) All the above
- 4 Who gave the agenda setting theory of media?
 - (i) Dr Max Mc Combs
 - (ii) Dr Donald Shaw
 - (iii) Both
 - (iv) None
- 5 Identify the correct combination of roles as per the type of Industry.
 - (i) producers, reporters, actors, script writer
 - (ii) author, writer, director, actress
 - (iii) Music composer, spot boy, cameraman, editor
 - (iv) reporter, editor, sub-editor, bureau-chief

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Classify mass culture and folk culture.
OR
b Explain the Frankfurt School of thought.
- 7 a Discuss Reinforcement theory.
OR
b Evaluate Media dependency theory.
- 8 a Analyze gender stereotyping in media.
OR
b Sketch the attribute of status conferral.
- 9 a Discuss mass mediated culture.
OR
b Determine the significance of cross-cultural communication.

Cont...

- 10 a Apply Marxist theory in today's context.
OR
b Classify high context and low context Communication.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Evaluate gender representation in media in the context of media research.
OR
b Compare the individualistic and collectivistic.
- 12 a Explain cultivation theory.
OR
b Justify Agenda setting in news media.
- 13 a Discuss the role of media in Indian democratic society.
OR
b Predict how media provides voice to the wireless political Communication.
- 14 a Interpret ideology in mass media today.
OR
b Elucidate the Gandhian model of communication inquiry.
- 15 a Discuss the recent trends in communication in this modern era.
OR
b Enumerate the various communication technologies that transformed the mode of communication during the pandemic times.

Z-Z-Z

END