

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2024
(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	During the process of acculturation, some of the elements of different cultures get merged or give rise to a new form of _____. A. culture B. society C. values D. ethics	K1	CO1
	2	Culture is _____. A. historical B. undisputed C. collective D. the exclusive	K2	CO1
2	3	When was the Cultivation theory was first developed by scholars George Gerber and Larry Gross? A. 1976 B. 1977 C. 1978 D. 1969	K1	CO2
	4	Who is coined 'The medium is the message' and 'media transformed the world into a global village'? A. Jeffrey Cole B. George Gerbner C. Max McCombs D. Marshall McLuhan	K2	CO2
3	5	Ulrich Beck is associated with his thesis on _____. A. Risk society B. Technology society C. Information society D. Science society	K1	CO3
	6	_____ means the globalization of communication and information-related companies. A. media globalization B. communication C. information explosion D. global village	K2	CO3
4	7	The Gandhian method of communication is known as _____. A. Massive B. Massline C. Non-technological D. Personal	K1	CO4
	8	The societal norms and beliefs that a group of people follow are called _____. A. cult B. culture C. civilization D. customs	K2	CO4
5	9	The information-rich tend to have A. better access to technology B. common religious beliefs C. popular culture D. rich in wealth	K1	CO5
	10	People who comment on social media to express their opinions are called _____. A. Influencers B. Activists C. Whistle Blowers D. Active audience	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 how hegemony and myth serve the dominant ideology.	K5	CO1
	(OR)			
	11.b.	Determine the functions of mass media in a society.		
2	12.a.	Utilize the social learning theory with that of media dependency in analyzing the nature of the media audience.	K3	CO2
	(OR)			
	12.b.	Concept of content selection and cultivating the idea among the audience through media. Discuss.		
3	13.a.	Discuss how the management of information takes place in media.	K6	CO3
	(OR)			
	13.b.	"Media freedom depends upon the ruling parties" – comment on the statement.		
4	14.a.	Discuss the need for media awareness among the general public.	K6	CO4
	(OR)			
	14.b.	Elaborate the contemporary relevance of the Gandhian model of communication.		
5	15.a.	Is the growth of privatization of information harmful to society?	K5	CO5
	(OR)			
	15.b.	Which one drives media convergence – technology or culture? Justify your opinion.		

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	'The mass media is instrumental in creating stereotyping and cultural alienation.' Comment your opinion on this statement.	K5	CO1
2	17	Discuss in detail the impact of media on women and children in modern society.	K6	CO2
3	18	Do media glorify 'Violence'? Discuss with examples.	K6	CO3
4	19	'Media plays an important role in shaping people's opinions regarding most of the issue.' Discuss the role of media in promoting the values of Indian society among humanity.	K6	CO4
5	20	What do you mean by knowledge society? Elaborate on the information rich and the information poor.	K6	CO5