

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – JOURNALISM & MASS COMMUNICATION

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 act of giving, receiving, and sharing information?
 - A. Communication
 - B. Data
 - C. Language
 - D. Thoughts

2. Which one of the following is not the Western model of communication?
 - A. Lasswell model of communication
 - B. Shannon and Weaver model
 - C. Sadharanikaran model of communication
 - D. SMCR Model

3. Which one of the following is systematic approach to the study of the effects of mass media on audiences and of the interactions between media, audiences, and social systems?
 - A. Uses and Gratification
 - B. Pluralistic Media
 - C. Media Dependency
 - D. Media Influence

4. The cultures are merely different, not deficient, and each culture's norms and practices should be assessed only from the perspective of the culture itself, not by standardsempbraced by another culture?
 - A. Cultural relativism
 - B. Cultural communication
 - C. Colonialism
 - D. Stereotypes

5. Which one of the following is based on an integral transformation of man and society?
 - A. Marx Model
 - B. Communism Model
 - C. Aristotle Model
 - D. Gandhian Model

Cont...

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Discuss on Inter-Cultural Communication.
OR
b) Explain the types of grapevine network.
7. a) Write a short note on Aristotle's model of communication.
OR
b) Describe retention of information.
8. a) Write a short note on catharsis theory.
OR
b) What is cultivation theory?
9. a) Discuss in brief cross cultural communication.
OR
b) What is a stereotype?
10. a) What is ideology?
OR
b) Define conceptual framework.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Explain in detail the barriers of communication with suitable example.
OR
b) Analyse different types of communication with examples.
12. a) Discuss the role of western communication theories at present scenario.
OR
b) Analyse the nature and role of various concepts of communication with example.
13. a) Elucidate the effects of sociological theories in communication studies.
OR
b) Comment. Media Effects with suitable examples.
14. a) Elaborate the significance of language in intercultural communication.
OR
b) Analyse language as a medium of communication with examples.
15. a) Explain in detail the ways in which we organize perceptual information.
OR
b) Gauge, Gandhi's approach to communication and relate with any case studies.

Z-Z-Z

END