



21101342

QP CODE: 21101342

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

B.A Mass Communication and Journalism Model I

CORE - MC6CRT29 - MEDIA, CULTURE AND SOCIETY

2017 Admission Onwards

C3DFD62F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define the term political economy.
2. Identify the scheme introduced by Government of India for digital literacy.
3. Describe the term SWAYAM.
4. Define the term Ideology.
5. Define crowd.
6. Describe the impact of Frankfurt School.
7. Explain catharsis.
8. Define Hashtag.
9. Define ICT.
10. Define cookies in websites.
11. Identify the personality Rupert Murdoch.
12. Discuss any three objectives of Mac Bride commission.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss how media was used for development in KHEDA project.





14. Discuss the role of soap operas in perpetuating misogynistic ideologies.
15. Find why culture is a construct.
16. Find the history behind the formation of concept mass culture.
17. Describe the importance of medium theory.
18. Explain how cultural imperialism is related to unequal global news flow.
19. Evaluate the representation of Dalits in media industry.
20. Discuss about the contributions of Al Jazeera.
21. Analyse whether globalisation had positive impacts.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe three key theories of communication for social change.
23. Explain how media is useful to fight environmental issues? Give examples.
24. Analyse how women are represented in malayalam soap operas.
25. Discuss the relation between transnational media ownership and cultural imperialism.

(2×15=30)

