

S.No. 5878

16 SACVC 4

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III — Allied

MEDIA CULTURE AND SOCIETY

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Democracy.
2. Judiciary.
3. Media Audience.
4. TRP.
5. Ownership.
6. Gatekeeper.
7. Visual coding.
8. Viewer-ship.

9. Connotation.

10. Popular Culture.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) What are positive effects of Mass Media?

Or

(b) Define : Media Saturation.

12. (a) Why Target Audience is important in media?

Or

(b) Write short note on Media Studies.

13. (a) Draft an essay about media Institution.

Or

(b) Write short notes on Economic determination.

14. (a) Textual analysis in Media - Comment your view.

Or

(b) Give short note on Audio editing.

15. (a) Differentiate culture and sub-culture.

Or

(b) Define : (i) Popular texts (ii) People's culture

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Explain in detail about the types of Media.

17. Draft an essay about the process of segmentation.

18. Elaborate the term media determinants.

19. Discuss media rhetoric with special reference to information shared through image.

20. Discuss in detail about the features of cultural studies.

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