

(6 pages)

**S.No. 7048**

**P 22 VCE 3 B**

(For candidates admitted from 2022–2023 onwards)

**M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

Visual Communication — Elective

**CRITICAL ISSUES IN MEDIA**

Time : Three hours

Maximum : 75 marks

**PART A — (20 marks)**

Answer ALL questions.

- I. (A) Choose the correct answer. (5 × 1 = 5)
1. What is the parent company of YouTube?
    - (a) Facebook, Inc
    - (b) Amazon
    - (c) Alphabet Inc. (Google)
    - (d) ViacomCBS
  2. Which of the following is not an example of media imperialism?
    - (a) Hollywood movies dominating global cinemas
    - (b) News agencies providing a variety of perspectives
    - (c) American television shows aired worldwide
    - (d) International news coverage influenced by Western viewpoints

3. Why is diversity in media representation important?
  - (a) It boosts advertising revenues
  - (b) It simplifies content production
  - (c) It reflects the multifaceted society
  - (d) It reduces competition among media companies
4. Which of the following factors contributes to the digital divide?
  - (a) Universal access to high-speed internet
  - (b) Equal distribution of digital devices
  - (c) Socio economic, geographic and demographic disparities
  - (d) Government control of online content
5. Which of the following is a key issue related to the representation of Dalits in Indian cinema?
  - (a) Over representation in positive roles
  - (b) Stereotyping and negative portrayals
  - (c) Accurate and unbiased representation
  - (d) Invisibility in film narratives

(B) Fill in the Blanks. (5 × 1 = 5)

6. \_\_\_\_\_ defines the state of having a plurality of voices, opinions and analyses in media systems.
7. \_\_\_\_\_ refers to the dispersion of a population from its original homeland to other parts of the world.
8. \_\_\_\_\_ refers to a society where social and Individual ties are strong, with people being part of strong cohesive groups.
9. Confirmation bias is a cognitive bias that contributes to the formation and reinforcement of \_\_\_\_\_.
10. Media representation of \_\_\_\_\_ people plays a crucial role in challenging ableist stereotypes.

II. Answer the following questions. (5 × 2 = 10)

11. Explain the concept of "Media Consolidation".
12. Describe the concept of "Clickbait".
13. Name few challenges faced by Media outlets in Developing Nations.

14. How the spread of fake news can impact public perception and decision-making?
15. Describe the concept of "Tokenism".

PART B — (5 × 5 = 25)

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

16. (a) Name three major media conglomerates and briefly describe their primary areas of operation.

Or

- (b) Provide examples of media concentration in your country and explain how it impacts media diversity.

17. (a) What is the concept of media imperialism and how does it relate to global media and communication?

Or

- (b) How has digital technology contributed to the commoditization of media content?

18. (a) Discuss the role of television serials in depicting class-related themes and issues in Indian Society.

Or

- (b) Explain the implications of media diversity on political discourse and democratic representation in India.
19. (a) Discuss the role of technology in shaping the network society.

Or

- (b) What is digital inequality? What are their impacts in the society?
20. (a) Define media representation and explain its significance in shaping public perception.

Or

- (b) Provide examples of media initiatives that have aimed to challenge negative stereotypes and promote accurate representations of Adivasis.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Describe the key drivers that have led to the emergence of the politics of global communication on the world stage.
22. How do Diaspora media outlets address issues of inclusion and representation within their own communities?
23. How has the portrayal of the family structure in Indian media evolved over the years, reflecting societal changes?
24. List out the various techniques and strategies that are used to create and spread fake news.
25. How has media representation influenced the perception of marginalized communities in India and what are the implications for their social and economic promotion?