

S.No. 4040

16 SACVC 4

(For candidates admitted from 2016–2021 Batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — Allied

MEDIA CULTURE AND SOCIETY

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Media Saturation.
2. Democracy.
3. Media Pedagogy.
4. Audience effect.
5. Media Institution.
6. Advertisers.
7. Visual Coding.
8. Media text.

9. Ideology.
10. Denotation.

PART B — (5 × 5 = 25)

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

11. (a) Explain the social impact of media in society.

Or

- (b) Examine the importance of Media education in future perspective.

12. (a) What are the advantages of studying media for an individual?

Or

- (b) Discuss the mass communication theories dealing with media effects.

13. (a) What are media determinants? Explain with examples.

Or

- (b) Define: Audience Positioning.

14. (a) 'Medium is the Message' —Explain.

Or

- (b) Write a note on Media rhetoric.

15. (a) Explain how Media Dominate the Social Ideology.

Or

- (b) Discuss about the characteristics of Culture.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. 'Media is a Social Institution' —Elaborate.

17. Write a critical analysis of the role of advertising in media world.

18. Elaborate the factors affecting media selection.

19. Discuss in detail about Non Linear Editing Techniques.

20. Briefly explain how the concept of ideology evolved in history.