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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **13VC212** | **Duration :** | **3 hrs** |
| **Sub. Name :** | **MEDIA CULTURE AND COMMUNICATION** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | **Marks** |
| **PART-A(10X1=10 MARKS)** | | |
| 1. | What is media Construct? | (1) |
| 2. | Digital Divide is applied to Society in what context? | (1) |
| 3. | Differentiate between meaning inferred and meaning discovered. | (1) |
| 4. | Socialization is not same as Socializing –Explain. | (1) |
| 5. | Explain the Term Mediation. | (1) |
| 6. | What is in the culture that is indicated by Semiotic? | (1) |
| 7. | Specify two vital functions of media. | (1) |
| 8. | The term genre is used for what type of Content? | (1) |
| 9. | Differentiate Effects from Influence. | (1) |
| 10. | When the audiences become Active Audience? | (1) |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11 | Explain the term Media message. | (3) |
| 12 | The term interaction is culture based Explain. | (3) |
| 13 | Media is a Cultural Force Elaborate. | (3) |
| 14 | Explain what is Hegemony? | (3) |
| 15 | Explain Audience Segmentation. | (3) |

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| **PART C(5 X 15= 75 MARKS)** | | | |
| 16. |  | Media Industries became Media Corporation –Discuss. | (15) |
| (OR) | | | |
| 17. |  | Discuss the theories of Media in relation to theories of Society. | (15) |
| 18. | a. | Technological determinism-Discuss. | (8) |
| b. | Cultural Imperialism-Discuss. | (7) |
| (OR) | | | |
| 19. | a. | Differentiate between Capitalistic hegemony and Communist hegemony operating in media culture. | (8) |
| b. | Power forms in Society through media Culture – Discuss. | (7) |
| 20. | a. | Elaborate on Social Construction of Reality. | (8) |
| b. | Discuss the role of mediation and Representation. | (7) |
| (OR) | | | |
| 21. |  | Discuss the effect of Public Image and Private Practices in Media culture. | (15) |
| 22. |  | Explain Popular Culture and Fan Culture created by the Media. | (15) |
| (OR) | | | |
| 23. | a. | Discuss the terms story and discourse. | (8) |
| b. | Discuss language, race and Class influence on Culture. | (7) |
| 24. |  | Elaborate on the application of Uses and Gratification theory. | (15) |
| (OR) | | | |
| 25. |  | Critically Examine TV as a dominant Culture | (15) |

ALL THE BEST