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

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **14VC3006** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MEDIA CULTURE AND COMMUNICATION** | **Max. marks :** | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **Course Outcome** | **Marks** |
| 1. | a. | Explain the term Cross Culture and its merits in Social Development. | CO2 | 10 |
| b. | Cultural Imperialism leads to Cultural Dependency- Justify | CO2 | 10 |
| (OR) | | | |  |
| 2. | a. | No Country can escape the impact of Globalization. What is the alternative? | CO3 | 10 |
| b. | Technology leads to Digital Divide-How do you overcome the Phenomenon? | CO3 | 10 |
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| 3. | a. | What is Capitalistic Hegemony? Is it different from Communist Hegemony? | CO1 | 10 |
| b. | Elaborate on Modern Hegemony. | CO2 | 10 |
| (OR) | | | |  |
| 4. | a. | Lack of Knowledge on Culture will lead to Poor Media Construct.- Justify. | CO3 | 10 |
| b. | Which element plays a vital role in Media Construct? | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | Mediation Process depends on the Media Construct- Examine | CO3 | 10 |
| b. | How does media represent the race and social class? | CO2 | 10 |
| (OR) | | | |  |
| 6. | a. | Media Content forms stereo type thinking in Audience -Examine | CO3 | 10 |
| b. | How the state use Media as an apparatus for Political gain? | CO2 | 10 |
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| 7. | a. | Examine the nature of Media Audience in Indian perspectives. | CO3 | 10 |
| b. | Examine the critical perspective of Media Audience. | CO2 | 10 |
| (OR) | | | |  |
| 8. | a. | Explain Paradigm shift in Cultural Space. | CO3 | 10 |
| b. | As a Media audience there is a shift from Public Image to Private Practice- Examine. | CO3 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Cultural Orientation is a must for Media Professional work- Justify. | CO3 | 10 |
| b. | How far technology can be made viable to adapt to our Culture? | CO3 | 10 |