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

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

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| **Code :** | **17MC2005** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MEDIA CULTURE AND COMMUNICATION** | **Max. marks :** | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **Marks** | **Course Outcome** |
| 1. | a. | What is a Culture? How do you recognize a Cultured Person? | CO3 | 10 |
| b. | Differentiate between Global culture and Traditional Culture. | CO2 | 10 |
| (OR) | | | |  |  |  |
| 2. | a. | Media Industry is affected by Lack of Cultural knowledge-Justify. | CO3 | 10 |
| b. | Digital divide is the result of Technological determinism-Examine. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | American Cultural Imperialism leads to Dependency in Media operations.-Critically examine. | CO3 | 10 |
| b. | Which country was the first one to resist Cultural Imperialism? Critically examine the reasons for it. | CO3 | 10 |
| (OR) | | | |  |  |  |
| 4. | a. | Who construct the content of Media? Demonstrate how it is constructed? | CO2 | 10 |
| b. | Examine the Process of Mediation and why Maclean states that it is not free? | CO3 | 10 |
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| 5. | a. | Media Representation is linked with Various theories of Media.-Examine | CO3 | 10 |
| b. | Analyze the gender Representation in Media. | CO3 | 10 |
| (OR) | | | |  |  |  |
| 6. | a. | Why we are identified as Asians. Is it a Race? | CO2 | 10 |
| b. | Social Class plays a major role in India. What is the role of Media in it? | CO3 | 10 |
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| 7. | a. | Explain the function of Signifier and Signified in Semiotic Process. | CO2 | 10 |
| b. | Examine the shifting of Public space and Private space in Media interaction by the Audience. | CO3 | 10 |
| (OR) | | | |  |  |  |
| 8. | a. | Why Berelson uses the term “ Something” repeatedly for defining the effects? | CO3 | 10 |
|  | b. | Explain one specific effects theory and Demonstrate how it is applied in media Production. | CO3 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | Who should take the responsibility of Media Contents ? Media owners, managers, media content creators or the audience. Justify your answer. | CO3 | 20 |