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



**End Semester Examination – Nov / Dec – 2019**

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

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | State the meaning for Sub Culture. | CO2 | 5 |
| b. | Interpret the word Cross Culture. | CO2 | 8 |
| c. | Specify two Media Mergers with definition. | CO2 | 7 |
| **(OR)** | | | | |
| 2. | a. | Explain Media culture. | CO2 | 10 |
| b. | State the changing Paradigm regard to Culture. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Compare Media Corporation with Traditional Media Industry. | CO3 | 10 |
| b. | Digital Divide helps or hinders Indian Society - Discuss. | CO3 | 10 |
| **(OR)** | | | | |
| 4. | a. | Discuss the Cultural Dependency created by Media. | CO3 | 10 |
| b. | Differentiate the various Hegemony operating in Society. | CO3 | 10 |
|  |  |  |  |  |
| 5. | a. | Interpret in detail the process of Media Construct. | CO2 | 10 |
| b. | Critically analyze the functions of Mediation process. | CO3 | 10 |
| **(OR)** | | | | |
| 6. | a. | Media creates Public Image and Private Practice – Discuss. | CO2 | 10 |
| b. | Demonstrate media is the force for Stereotype thinking on people. | CO3 | 10 |
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| 7. | a. | Explain the fuction of text and messages in media Content. | CO3 | 10 |
| b. | Critically analyze the relation of Social Structure to Media Content. | CO3 | 10 |
| **(OR)** | | | | |
| 8. | a. | Discuss the role of gender in Media Content. | CO2 | 10 |
| b. | Sketch the effect of Cultural Imperialism. | CO3 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Critically examine the various effects of Media on Indian Society. | CO3 | 10 |
| b. | Analyze the impact of Uses and Gratification effect in Media Use. | CO3 | 10 |