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



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

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| **Code :** | **14VC3006** | **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 of culture. | CO1 | 5 |
| b. | Interpret cross cultrue and sub culture. | CO2 | 8 |
| c. | Explain the merits of cultural capitalism. | CO2 | 7 |
| **(OR)** | | | | |
| 2. | a. | Analyze the influence of global culture on Indian society. | CO3 | 10 |
| b. | Interpret media is a cultural force. | CO3 | 10 |
|  |  |  |  |  |
| 3. | a. | ‘Media merge has led to formation of media corporations’- Analyze. | CO3 | 10 |
| b. | Digital divide is the cause for global media. Elaborate. | CO3 | 10 |
| **(OR)** | | | | |
| 4. | a. | Discuss the functions of hegemony and its influence on society. | CO3 | 10 |
| b. | Differentiate between capitalistic hegemony and flexi hegemony. | CO3 | 10 |
|  |  |  |  |  |
| 5. | a. | Media construct is based on coding system. Discuss. | CO2 | 10 |
| b. | Critically examine paradigm shift in cultural idealogy. | CO3 | 10 |
| **(OR)** | | | | |
| 6. | a. | Audience use of media is a mediation process. Justify. | CO2 | 10 |
| b. | Media represent the social reality - Do you agree? Justify. | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Construct how media helps in stereo typing on people belonging to other cultures. | CO3 | 10 |
| b. | Critically analyze public image and private practices. | CO3 | 10 |
| **(OR)** | | | | |
| 8. | a. | Discuss the nature of media effect on digital media users. | CO2 | 10 |
| b. | Analyze media and cultural imperialism. | CO3 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Critically examine the effect of globalism against nationalism. | CO3 | 10 |
| b. | Present culture is the result of TV as dominant culture. Justify. | CO3 | 10 |