



Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
Group 2(a)
Journalism and Mass Communication and Video Production
Vocational Course – X
JC 1672 : MEDIA AND SOCIETY
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** sentences.

- 1) Censorship
- 2) Omnipotent media
- 3) Socialisation
- 4) BBC
- 5) Fourth Estate
- 6) Prior restraint
- 7) BBC
- 8) Antonio Gramsci
- 9) Popular Culture
- 10) Jasmine Revolution.

(10×1=10 Marks)

II. Answer **any eight** questions, each in about **60** words.

- 11) Article 19
- 12) Dysfunctions of media
- 13) 'Manufacturing Consent'
- 14) Gender neutral reporting
- 15) PCI
- 16) Identity politics.

- 17) Global Village
- 18) Interpersonal communication
- 19) Media regulations
- 20) Virtual communication
- 21) Watchdog function of media
- 22) Culture industry.

(8×2=16 Marks)

III. Answer **any six** questions, **each** in about **120** words.

- 23) Explain the important functions of mass media.
- 24) Describe the process of construction of reality in the media.
- 25) Why do we call media as the fourth pillar of democracy ?
- 26) Examine the role of Public Service Broadcasting.
- 27) Trace the evolution of mass society.
- 28) Distinguish between government controlled media and self controlled media.
- 29) Trace the evolution of media technology.
- 30) Critically assess the impact of globalization.
- 31) What is hegemony ? How is hegemony maintained in a society ?

(6×4=24 Marks)

IV. Write long essays on **any two** of the following.

- 32) 'All power and no accountability on the part of media can be dangerous.' Discuss.
- 33) What is digital divide ? How real is the digital divide in our country ?
- 34) Define cultural imperialism. Assess the impact of media imperialism.
- 35) With appropriate examples describe the role of digital media in effecting social change.

(2×15=30 Marks)
