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B/1me

J – 2000

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020

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

PART – A

I. Answer all questions in one sentence.

1. Gender
2. Democracy
3. Fourth Estate
4. New media
5. Internet
6. Prasar Bharthi
7. AIR
8. Wire service

P.T.O.

9. Socialisation

10. Media effect

(10 × 1 = 10 Marks)

PART – B

II. Answer **any eight** questions in **one or two** sentence.

11. Mass media

12. Functions of media

13. Digital divide

14. SITE

15. Transnational communication

16. Media self regulation

17. Global village

18. Medium is the message

19. Hot and cool media

20. Hegemony

21. Cultural imperialism

22. Encoding and decoding

(8 × 2 = 16 Marks)

PART – C

III. Write short essays each not exceeding **120** words on any **six** of the following

23. Analyse the relationship between culture and communication.

24. Briefly explain the 7C's of communication.
25. Explain the concept of gatekeeping by media.
26. Explain the term mass society.
27. Discuss the importance of radio in India.
28. Write a note on interactivity in virtual community.
29. Write a note on culture industry.
30. What are the impacts of new media on society?
31. Write the importance of mass media in society.

(6 × 4 = 24 Marks)

PART – D

IV. Write long essays each not exceeding **500** words on any **two** of the following

32. Discuss the role played by media for social change.
33. Define globalisation. Elucidate the effects of globalisation on media.
34. Critically analyse the portrayal of gender in media.
35. Discuss the role of media in maintaining democracy and political balance.

(2 × 15 = 30 Marks)