

**B.Sc. DEGREE EXAMINATION, APRIL 2019**  
**III Year VI Semester**  
**Media Culture and Society**

**Time : 3 Hours**

**Max.marks :60**

**Section A** ( $10 \times 1 = 10$ ) Marks

Answer any **TEN** questions

1. Mass Media
2. Visual Culture
3. Mass Audience
4. Social Media
5. Media Ideology
6. Psychology
7. Rhetoric
8. Critical Autonomy
9. Niche Audience
10. Celebrity
11. Digital India
12. Audience Effect

**Section B** ( $5 \times 4 = 20$ ) Marks

Answer any **FIVE** questions

13. Explain the characteristics and Functions of Mass Media.
14. Write about types of Audience and Audience positioning.
15. Explain about media analysis.
16. Elucidate the different types of audience and their characteristics.
17. Explain the various Media Determinants.
18. Explain the concept of popular culture.
19. Explain about any two media effects.

**Section C** ( $3 \times 10 = 30$ ) Marks

Answer any **THREE** questions

20. Discuss the culture theory of mass communication.
21. Explain in detail Media Audience analysis.
22. Do media glorify "Violence"? Discuss with examples.
23. Elaborate on the role of social media in bringing in social change.
24. Explain in detail Media and Popular culture.

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