

B.Sc. DEGREE EXAMINATION, APRIL 2020
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. What is culture?
2. Who is an audience?
3. What is a sign?
4. What is an ideology?
5. What is pop culture?
6. What is a brand name?
7. What is reel vs real?
8. What is realism?
9. What is a product?
10. What is a media effect?
11. What is a myth?
12. What is culture shock?

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

Answer any **FIVE** questions

13. What is stereotyping?
14. Write a note on indecent representation of women in media.
15. List out any five differences between active and passive audience.
16. What is media segmentation?
17. Explain semiotics.
18. What is social construction of reality?
19. What do you mean by hero-worship?

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

Answer any **THREE** questions

20. 'The objective of the media is to deliver audiences to advertisers.' Justify your views.
21. Explain uses and gratification theory.
22. Write a short note on cultivation theory.
23. Do you think media has a role in constructing a culture? Agree or disagree with suitable examples.
24. Explain psychoanalysis.

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