

B.Sc. DEGREE EXAMINATION, EVEN SEMESTER 2021
III Year VI Semester
Media Culture and Society

Max.marks :25

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. Explain the Uses and Gratification theory of Media.
2. Applying Semiotics, analyse a media text that you are familiar with.
3. Differentiate between Psychoanalysis and Marxist analysis.
4. 'Social Construction of Reality by Media is always true.' Do you agree?
5. Elaborate on the aspects of Popular Culture.
6. Describe the media representation of women in Tamil films.
7. Critically evaluate the impact of Media on Society.