

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.**

**B.Sc. END SEMESTER EXAMINATIONS APRIL - 2022**

**SEMESTER - VI**

**17UVSCT6010 - Media Culture and Society**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Explain the fundamental effects of Mass Media.
2. Explain the Uses and Gratifications Theory.
3. Write a detailed note on Human Psychology.
4. What is the Rhetoric of the image? Definition and Examples.
5. Describe the Ideology and culture.
6. What are the Media myths?
7. Explain in detail about culture and sub-culture.
8. What is the usage of hero worship?

**Section B**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Write the importance Media Audience analysis.
10. Explain the detailed report on Semiotics with an example.
11. Give a detailed report on Cultural Studies' approach to media.
12. List out the role and functions of Media and Popular culture.
13. Difference between popular culture Vs people's culture.

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