

**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 - IV**

**20UVSCT4007 - Media Culture Society**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

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

1. What are the characteristics of mass media?
2. Explain Cultivation Theory.
3. How do audience determine media texts?
4. Explain the concept of Hero- worship.
5. Explain Social Responsibility Theory.
6. Examine how media provides gratification to its users.
7. What is Stereotyping? Explain with examples.
8. What is Media Conglomeration? Explain with an example.

**Section B**

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

9. Illustrate the power of media on the society with reference to Agenda Setting Theory.
10. Media shapes our perception and idea of social reality – Justify.
11. Explain how the increase in media consumption has resulted in the increase of passive audience.
12. Critically analyse how a culture is acquired and transformed into popular culture by the audience.
13. Relate how a movie influences gender identity through gender portrayal.

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