

**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 NOVEMBER-2022**

**SEMESTER - IV**

**20UVSCT4007 - Media Culture Society**

**Total Duration : 2 Hrs 30 Mins.**

**Total Marks : 60**

**Section A**

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

1. Define Media and Culture.
2. Explain the term Audience Positioning with examples.
3. How will you relate Popular Culture Vs People's Culture?
4. Interpret the term Feminism in your opinion.
5. Describe the importance of Active audience and the method to convert Passive into active audience.
6. Media Myths are still applied in various programmes. Suggest your solutions.
7. Classify Culture and Sub-culture with suitable examples.
8. How will you associate Gender and Media? Do you think gender discrimination still exists? Examine.

**Section B**

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

9. Discuss on Media Ownership.
10. How will you apply and relate the Theories on audience for the success .
11. Diagnose the Social Construction of Reality by Media with references.
12. Compute the effect of Hero-Worship in Tamil Nadu.
13. Evaluate the Social Responsibility of Media in India.

\*\*\*\*\*