

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.(Viscom) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - IV

20UVSCT4007 - Media Culture and Society

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Describe the role and the functions of media in society.
2. Explain audience theory.
3. In what way new media audience is different from mass media audience? Discuss.
4. Explain the cultural approach to the study of media?
5. Classify the different stages of cultural shock.
6. 'Today's News is a commodity' - Discuss.
7. Define feminism. Explain in detail.
8. Determine the role of the state in controlling the media.

Section C

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

9. Explain the types of media ownership and its functional features with suitable examples.
10. Today's audience are looking for more relation in film. Discuss with example from recent movies.
11. Examine how Rhetoric image and Myths represent the culture.
12. Elaborate on mass culture, sub culture and commodities.
13. Critically analyse on representation of gender in newspaper, magazine and television.
