

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 - 2024

SEMESTER - IV

22UVSCT4006 - 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. What impact does media representation have on shaping societal norms and values?
2. How does media coverage contribute to the shaping of cultural identities and stereotypes?
3. How do media organizations identify and target specific audience demographics?
4. How do cultural, social, and economic factors influence audience preferences and media consumption habits?
5. What strategies can individuals employ to critically engage with media content and resist the influences of the "consciousness industry"?
6. What role do media platforms play in shaping trends and tastes within popular culture?
7. Explain the detail about Right to Privacy and how does it suitable for current senario.
8. How does the media cover sensitive topics such as violence, tragedy, and conflict while upholding ethical standards and minimizing harm?

Section C

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

9. How has the role of traditional media (newspapers, television, radio) evolved in the digital age?
10. What role does audience segmentation play in shaping media content and advertising strategies?

Contd...

11. What are the key principles of the "Media as Consciousness Industry" theory, and how does it differ from traditional views of media?
12. How has the rise of digital media platforms transformed the landscape of popular culture consumption and production?
13. What role does media play in promoting democracy and civic engagement within society?
