

C 82982

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION  
JUNE 2020

(CBCSS)

Journalism and Mass Communication

MCJ 2C 01—MEDIA, CULTURE AND SOCIETY

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Cybercrime.
- (b) Intertextuality.
- (c) Counter culture.
- (d) Hegemony.
- (e) Multiculturalism.
- (f) Digital surveillance.
- (g) Leavisism.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) High culture / low culture.
- (b) Culture as a body of knowledge.
- (c) Medium theory.
- (d) Post Structuralism.
- (e) Culture as capital.
- (f) Michael Foucault.
- (g) Inter-cultural communication.

(4 × 3 = 12 weightage)

Turn over

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) How Politics and Philosophy of technology enhances our media ecology ?
- (b) Explore, Media as technology. How Technology as tool and method determines the communication possibilities ?
- (c) What is the impact of Technological determinism in media and how it is affecting the media reach ?
- (d) Discover the Digital Media and moral panic with Information society paradigm.

(2 × 5 = 10 weightage)