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Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2023**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 01—MEDIA, CULTURE AND SOCIETY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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

- a) Multimediality.
- b) Region as Identity.
- c) Subjectivisation.
- d) Media Ecology.
- e) Althusserianism.
- f) Conterculture.
- g) Signifier and Signified.

(4 × 2 = 8 weightage)

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

- a) How do you evaluate the position of understanding Culture as capital? Cite examples for your argument.
- b) Explain the practice of analysing media using the parameters of discourse and power citing an example.
- c) Critically examine the process of e governance and status of digital democracy.
- d) Elaborate the different approaches in understanding representational logics.
- e) Analyse the categories of Gender and Caste in the domain of Identity.
- f) Discuss the ideas of privacy and publicness in cyber space.

Turn over

- g) Explain the design of the cultural approach to communication suggested by James W Carey.

(4 × 3 = 12 weightage)

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

- a) Attempt a critique on the post structuralist positions of analysing media.
- b) Expand the idea of marginalisation and exclusion. Also map how they alter the communicative environment.
- c) Engage a detailed discussion on popular and mass cultures dissecting contemporary media practices.
- d) Identify and elaborate the role of language in the media landscape. Also figure out the different ideological positions taken to interpret them.

(2 × 5 = 10 weightage)