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Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2026**

(CBCSS)

Journalism and Mass Communication

MCJ2C01—MEDIA, CULTURE AND SOCIETY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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

- 1 Culturalism.
- 2 Socio-linguistics.
- 3 Mass Culture.
- 4 Deconstruction.
- 5 Critical Theory.
- 6 Roland Barthes.
- 7 Semiosis.

(4 × 2 = 8 weightage)

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

- 8 Define cross cultural communication prospects.
- 9 What is the idea and essence of Althusserianism ?
- 10 Describe the basic idea of post modernism.
- 11 Identify the application of technology as a tool and method of production.

Turn over

- 12 Describe the McLuhan concept of medium theory.
- 13 Define the term popular culture.
- 14 Comment on the proposition medium is the message.

(4 × 3 = 12 weightage)

Part C

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

- 15 Examine the possibilities of data journalism in India with suitable examples.
- 16 Compare between intentional approach and constructionist approach.
- 17 Elucidate the importance of discussing gender in the postmodern phase.
- 18 Enumerate the domains of network society practices.

(2 × 5 = 10 weightage)