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Reg. No. :

Code No. : 20613 E Sub. Code : CEVC 52

B.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2023.

Fifth Semester

Visual Communication – Major Elective

MEDIA CULTURE AND SOCIETY

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Which social media platform gained widespread popularity in India as a means of sharing short video clips?
 - (a) Tiktok
 - (b) Instagram
 - (c) Facebook
 - (d) Thread

5. Semiotic theory is concerned with the study of
 - (a) Media's impact on culture
 - (b) Visual and textual signs and symbols
 - (c) Psychological effects of media exposure
 - (d) Media's role in shaping social norms

6. Indian reality TV shows often reflect which cultural phenomenon?
 - (a) Western lifestyle
 - (b) Traditional values and rituals
 - (c) Religious debates
 - (d) Political analyses

7. Which theory suggests that media content reflects and reinforces the dominant ideologies of society, often serving the interests of the ruling class?
 - (a) Semiotic
 - (b) Hero Worship
 - (c) Marxist
 - (d) Psychoanalytic

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2. What term refers to the idea that media content can shape the attitudes, beliefs, and behaviours of the audience?
 - (a) Media analysis
 - (b) Media realism
 - (c) Media effects
 - (d) Media construction

3. The cultivation theory suggests that prolonged exposure to media can lead to:
 - (a) Increased critical thinking
 - (b) Enhanced creativity
 - (c) Shifting cultural norms
 - (d) Perception of reality congruent with media portrayals

4. According to the Uses and Gratification Theory, why do individuals engage with media content?
 - (a) To passively consume information
 - (b) To challenge their existing beliefs
 - (c) To fulfil their needs and desires
 - (d) To critique media bias

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8. The concept of "uses and gratification theory" focuses on:
 - (a) How is media content constructed?
 - (b) How do audiences actively select and use media to satisfy their needs?
 - (c) How does media content reflect societal biases?
 - (d) How does the media shape popular culture?

9. In the context of media audience analysis, what term is used to describe an audience that does not engage with media content and actively interprets it?
 - (a) Passive Audience
 - (b) Active Audience
 - (c) Mass Audience
 - (d) Organised Audience

10. What term describes the phenomenon where media content becomes an important aspect of people's daily lives and routines?
 - (a) Popular Culture
 - (b) People's Culture
 - (c) Media Culture
 - (d) Media Realism

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Associate culture biases with the media
Or
(b) Compare the nature and scope of studying media.
12. (a) Establish implications of Uses and Gratification theory.
Or
(b) Discuss about Media Effects in Indian Scenario.
13. (a) Detail the importance of media analysis.
Or
(b) Determine sociological approach of Media Analysis.
14. (a) Examine the statement, "Audience as readers".
Or
(b) Judge the impact of Media Representation on Audience.

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19. (a) Predict the impact of Audience positioning in creating a Conscious Media Industry.
Or
(b) Detail any one Cultural Studies approach on media.
20. (a) Detail your thoughts on Celebrity worship or Hero Worship in Tamil Media.
Or
(b) Illustrate the ways in which Media Popular Culture acquires transformation.

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15. (a) Analyse Political Popular Culture in Media.
Or
(b) Discuss the approach of 'Celebrity acquiring Brand Names in Media'.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Evaluate primary functions of mass media.
Or
(b) Elaborate the social changes brought by mass media effects.
17. (a) Comment on the four elements of Media Audience Analysis.
Or
(b) Compare and contrast Active and Passive Audiences.
18. (a) Connect media and realism with examples.
Or
(b) Determine the importance of understanding psychoanalytic theory for analysis media.

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