

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 2025

SEMESTER - IV

22UVSCT4006 - Media Culture and Society

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. What is Media Ownership?
2. Describe the concept of Active and Passive audiences with examples.
3. Classify and explain different types of Media Myths.
4. Explain the concept of Popular Culture and its impact on society.
5. Define Stereotypes and explain their role in media portrayal.
6. Prepare a detailed explanation of the role of Media in Society.
7. Illustrate the concept of Media as a consciousness industry and its effects.
8. Distinguish between Social Responsibility of Media and how it operates in society.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Describe Media Diversity and its significance in modern society.
10. Relate the effects of Mass Media on individuals and society with appropriate examples.
11. Examine the concept of "cultural hegemony" in the context of media and cultural studies. How do media texts reflect and reinforce dominant cultural values and power relations?
12. Distinguish between Popular Culture and People's Culture, and explain their influence on society.
13. Evaluate the concept of Right to Privacy in the context of modern media practices.
