

Roll.No.

22UVSCT4006

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 - NOVEMBER 2025
SEMESTER - IV

22UVSCT4006 - Media Culture and Society

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the various roles and functions of media in contemporary society.
2. Elucidate the relationship between media and culture, describing how media both reflects and shapes cultural values.
3. Analyze the characteristics of passive and active audiences based on contemporary media consumption patterns.
4. Differentiate between the Hypodermic Needle Theory and Uses and Gratifications Theory based on social media influence.
5. What is audience positioning, and how do media texts shape audiences' interpretations and viewpoints?"
6. Explore the personal brand of an Instagram influencer.
7. How are cultural forms transformed into market commodities?
8. Create a media campaign aimed at promoting feminist ideals and challenging gender bias in mainstream media.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the influence of different ownership patterns on media operations and editorial independence in India.
10. Apply the concept of 'cultural context' in audience interpretation according to Reception Theory.
11. Discuss the concept of media myths and distinguish them from factual information and entertainment narratives with suitable examples.
12. Relate how social media platforms have intensified the phenomenon of hero-worship among youth. Give recent examples.
13. Critically evaluate the effectiveness of the IT Act, 2000 in protecting citizens against cybercrimes.
