

TB154575A

Reg. No.....

Name

B. VOC. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV – GENERAL THEORY (SOFTWARE DEVELOPMENT)
VSD4G08TB - MEDIA AND SOCIETY

Time: Three Hours

Maximum. Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. Who authored the book 'Understanding Media'?
2. Who coined the term cyber space?
3. What is meant by piracy?
4. Name the Guru of media studies
5. What do you mean by Pink collar workers?
6. What do you mean by 24x7?

(6x1=6)

PART B

II. Answer any seven questions. Each question carries 2 marks.

7. Explain the concept False Consciousness
8. Globalization of cinema
9. Media imperialism
10. Write on functions of communication
11. What is meant by media ethics?
12. Define aural media
13. Ideology
14. Cyber addiction
15. Examine consumer as a dupe
16. Broadcast media

(7x2=14)

PART C

III. Answer any five questions. Each question carries 6 marks.

17. Analyze cinema as a medium of cultural reproduction
18. Discuss the potential of internet for the growth of activism
19. Discuss the representation of democracy in Indian mass media
20. Write on contributions of Louis Althusser in the development of media studies
21. Explain various cyber laws in India
22. Critically evaluate functions of mass media
23. Write a note on Brian Winston's perspective on media
24. Examine the strengths and weakness of social media

(5x6=30)

PART D

IV. Answer any two questions. Each question carries 15 marks.

25. Critically evaluate the linkage between media and growth of destructive consumerism
26. Discuss the democratic possibilities of advances in telecommunication
27. Examine the nature of regulation and control of media in India
28. Write on postmodernist understanding of media

(2x15=30)