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R – 7029

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, June 2023

First Degree Programme under CBCSS

Double Main Programme:

Economics and Media Studies/English and Media Studies

CORE COURSE

ECM/ENM 1641 - MEDIA AND SOCIETY

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

Answer **all** the following questions in one word or maximum **two** sentences.

1. Augmented reality
2. Technological determinism
3. Marshall McLuhan
4. Technosapiens
5. Information economy
6. Internet of things
7. Encoding
8. Catharsis

P.T.O.



9. Mediated reality
10. Media globalisation

(10 × 1 = 10 Marks)

Answer any **eight** questions from the following in a paragraph (Short Answers)

11. News portals
12. Cyber culture
13. Media agenda
14. Cool media
15. Popular culture
16. AI
17. Characteristics of digital media
18. Stereotyping in media
19. Convergent media
20. Social networks
21. Fourth estate
22. Transnational media

(8 × 2 = 16 Marks)

Answer any **six** questions from the following in not less than 120 words
(Short essays)

23. Explain the functions of media.
24. Discuss about the negative effects of media on society?
25. Compare the characteristics of different media forms.



26. How does the media serve as a guardian of our democracy?
27. Describe the impact of media on public life.
28. Describe the connection between popular culture and the media.
29. Discuss about how the online media has helped to dispel stereotypes
30. Discuss how women are portrayed in Indian mainstream media.
31. Compare and contrast the digital media and analog media.

(6 × 4 = 24 Marks)

Answer any **two** questions from the following

32. Attempt an essay on the impact of online media on society.
33. "Media is the best reflector of public opinion". Comment.
34. Discuss about the relation between Media and Public Sphere.
35. Examine critically the advantages and disadvantages of media globalisation in society.

(2 × 15 = 30 Marks)



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