



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc.DEGREE EXAMINATION –DIGITAL JOURNALISM

FOURTH SEMESTER – APRIL 2019

17PDJ4MC02– MEDIA AND TECHNOLOGY

Date: 08-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

I. Answer ALL the questions

[10x2=20]

1. Propaganda model
2. Gate keeping theory
3. Catharsis
4. Stereotypes
5. Rituals
6. Customs and Practices
7. Cultural Taboos
8. Social Transformation
9. Media sensationalism
10. Democracy

PART- B

II. Answer any FIVE questions from the following

[5x8=40]

11. What does Cultural Hegemony mean? E.g.
12. What does it imply Online Media and Social Responsibility?
13. What are Social Institutions? E.g.
14. How do you understand Mass Deception?
15. What are emerging new Media Forms?
16. How does technological convergences in Media?
17. How do you understand Media, Masses and Politics?

PART- C

III. Answer any TWO questions from the following

[2x20=40]

18. Elaborate: stereotypes of working women in Tamil online Media.
19. Debate: Survival of the prettiest.
20. Discuss emotional infidelity in Media Industry.
