



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM**

THIRD SEMESTER – NOVEMBER 2017

**16PDJ3MC01 - CRITICAL MEDIA STUDIES II**

Date: 011-01-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

I. Write short notes of 50 words each

(10x2=20)

1. Hot medium
2. Cult Value
3. Ideology
4. Aura
5. Dominant Reading
6. Denotation
7. Frameworks of Knowledge
8. Hegemony
9. Flak
10. Toronto School

PART – B

II. Answer any **FIVE** questions in 250 words each

(5x8=40)

11. Distinguish ideological state apparatuses from repressive state apparatus.
12. Discuss “Medium is the message”.
13. Explain in detail the concept of manufacturing consent.
14. Examine Marx’s writing Ruling Class and ruling class ideas.
15. Discuss the contribution of Frankfurt School of Thought to Communication studies.
16. Discuss technological determinism.
17. Delineate Stuart Hall’s concepts on encoding and decoding.

PART – C

III. Answer any **TWO** questions in 750 words each

(2x20=40)

18. Elucidate Althusser’s thoughts on state and its functioning.
19. Discuss freedom of association, assembly and expression in the context of Habermas’s discussions of public sphere.
20. Describe Walter Benjamin’s ideas on art and mechanical reproduction.

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