



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc.DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2018

16/17UDJ3MC01– MEDIA CULTURE AND SOCIETY

Date: 29-10-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

I ANSWER ALL QUESTIONS

[10x2=20]

1. Theodore Adorno
2. Media forms
3. Culture Industry
4. Media Convergence
5. Mass Deception
6. Mechanical Reproduction
7. Social Change
8. New Media
9. Society
10. Marxism

PART-B

II. Answer any FIVE questions from the following

[5x8=40]

11. Explain the effects of technology on societies?
12. Describe the media's role in social transformations?
13. Explain Marshal McLuhan's concepts on media
14. 'Role of media in Modernity' Elucidate?
15. What is popular culture, explain its principles?
16. Explain the media and audience through Convergences?
17. Describe celebrity worship culture, with reference to India cinema?

PART-C

III. Answer any TWO questions from the following

[2x20=40]

18. Describe in detail the positive and negative effects of technology on society?
19. Explain in detail the Social construction of reality by media?
20. Discuss the role of media in cultural change in India.
21. Discuss the new emrging technologies in media.
