



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2025

VC 222 – MEDIA CULTURE AND SOCIETY



Date: 06-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Define media convergence with examples.
2. Explain the term cultural hegemony as introduced by Antonio Gramsci.
3. What is mass culture? How is it different from folk culture?
4. Write a short note on Stuart Hall's Encoding/Decoding model.
5. Describe the role of media in shaping public opinion.
6. What do you understand by the term glocalization?
7. Briefly explain agenda-setting theory.
8. How do media contribute to cultural homogenization?

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Discuss the relationship between media and society in the context of globalization.
10. How does media influence gender representation in popular culture? Support with examples.
11. Evaluate the impact of social media on youth culture.
12. How do media industries construct cultural meaning? Illustrate with case studies.
13. Examine the role of media in the formation of national identity.
14. Critically analyze the influence of media ownership and control on cultural content.

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