

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



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

**THIRD SEMESTER – APRIL 2022**

**16/17/18UDJ3MC01 – MEDIA CULTURE AND SOCIETY**

Date: 28-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION A**

**Answer ALL the Questions**

**(10 x 2 = 20 Marks)**

1. Explain cult value.
2. Describe Frankfurt School of Communication.
3. Define 'culture industry'.
4. Explain any two effects of technology.
5. State the concept of global village.
6. Identify Marshall McLuhan's ideas on technology.
7. Describe mechanical reproduction.
8. Specify the title of a book written by McLuhan.
9. Mention any two communication technologies.
10. Define convergence.

**SECTION B**

**Answer any FIVE of the following in 150 words**

**(5 x 8 = 40 Marks)**

11. Analyse the role of media in modernization.
12. Write a note on the origins of print media.
13. Explain the three aspects of art in the age of mechanical reproduction.
14. Discuss Toronto School of Communication.
15. Compare hot and cold medium.
16. Illustrate the role of media in social transformation.
17. Explain cyberculture.

**SECTION C**

**Answer any TWO of the following in 250 words**

**(2 x 20 = 40 Marks)**

18. Medium is the message. State your position on this statement and justify it with appropriate references and examples.
19. Is technology a boon or bane? Evaluate.
20. Summarize the essay, 'The Culture Industry : Enlightenment as Mass Deception.'

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