

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Voc.DEGREE EXAMINATION –DIGITAL JOURNALISM

FOURTH SEMESTER – APRIL 2018

16PDJ4MC01– CRITICAL MEDIA STUDIES III

Date: 18-04-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART- A

I. Write Short Notes on

[10x2=20]

1. Nostalgia
2. Bearer of the Look
3. Multitude
4. Pierre Bourdieu
5. Narcissism
6. Andy Warhol
7. Pure Taste
8. Fredric Jameson
9. Sacramental Order
10. Keywords Project

PART- B

II. Answer any FIVE questions from the following

[5x8=40]

11. What is metamorphosis of taste? Discuss.
12. How does Jameson distinguish the different periods in capitalism?
13. Deliberate on Adorno's essay "*Culture Industry Reconsidered*".
14. Elaborate on the interlinkages between scopophilia and cinema.
15. According to Modleski, what are the "notions of femininity" found in popular magazines?
16. Trace the etymological and historical development of the usage "culture" and "mass."
17. Discuss the relevance of critical media studies for analysing the media.

PART- C

III. Answer any TWO questions from the following

[2x20=40]

18. What is male gaze theory? Why is it relevant to our current media scenario?
19. Discuss Jameson's contribution to the understanding of postmodernism.
20. Elucidate Jean Baudrillard's ideas in the precession of simulacra.
