



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc.DEGREE EXAMINATION – DIGITAL JOURNALISM

FOURTHSEMESTER – APRIL 2018

16PDJ4MC02- MEDIA AND TECHNOLOGY

Date: 20-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART- A

I. Answer ALL the questions

[10x2=20]

1. Toronto School
2. Media aesthetics
3. Imagined communities
4. Global village
5. Technopoly
6. Communicative action
7. Media ethics
8. Five filters
9. Technological media
10. The third wave

PART- B

II. Answer any FIVE questions from the following

[5x8=40]

11. Comment on Marshall McLuhan's 'the medium is the message'
12. Differentiate between mass culture and culture industry
13. Write a note on community radio as a voice of tradition
14. Do the mainstream media maintain the status quo? Explain
15. Discuss the Harold Innis's bias of communication
16. Explain Neil Postman's five things we need to know about technology
17. Discuss Raymond William's essay on technology and society

PART- C

III. Answer any TWO questions from the following

[2x20=40]

18. Comment on Benedict Anderson's views on nationalism as imagined communities
19. Is media convergence an assemblage of technologies? Explain
20. Write an overview of media and technology

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