



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc.DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRDSEMESTER – APRIL 2018

16UDJ3MC01- MEDIA CULTURE AND SOCIETY

Date: 03-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

I. Write Short Notes on

[10X2=20]

1. Marshall McLuhan
2. Hot Medium
3. Culture Industry
4. Aura
5. Theodor Adorno
6. Technological Determinism
7. Cultural Hybridisation
8. Toronto School
9. Convergence
10. Internal Pluralism

PART-B

II. Answer any FIVE questions from the following

[5X8=40]

11. Differentiate cult value and exhibition value.
12. Write a note on aggressive secularization.
13. Elaborate on McLuhan's concept "Medium is the Message."
14. What is modernization? Discuss the aspects of modernization.
15. Discuss media's role in social transformations.
16. Explain the concepts discussed by Adorno and Horkheimer on the culture industry
17. Discuss the effects of technologies on societies.

PART-C

III. Answer any TWO questions from the following

[2X20=40]

18. Content of one medium is another medium. Justify the statement in the context of the development of digital media technologies.
19. Discuss Walter Benjamin's ideas on art and mechanical reproduction emphasizing aspects of aura and authenticity.
20. What is diffusion of innovations? Explain Everett Roger's ideas on adaption of new technologies.

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