

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Voc.DEGREE EXAMINATION –DIGITAL JOURNALISM

SECOND SEMESTER – APRIL 2018

17/16PDJ2MC01– CRITICAL MEDIA STUDIES I

Date: 17-04-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART-A

I. Write Short Notes on

[10X2=20]

1. Ideology
2. Mirror Stage
3. Id
4. Genre
5. Archetype
6. Class
7. Syntagmatic Analysis
8. Oedipus Complex
9. Thanatos
10. Scopophilia

PART-B

II. Answer any FIVE questions from the following:[5X8=40]

11. Elucidate Derrida's concepts on postmodernism.
12. Differentiate denotation and connotation.
13. Illustrate Freud's concepts of psychoanalysis.
14. Elaborate on rhetorical analysis.
15. Discuss Umberto Eco's ideas on semiotics.
16. What is Marxism? Explain.
17. Discuss Todorov's three-act structure.

PART-C

III. Answer any TWO questions from the following

(2X20=40)

18. Examine Laura Mulvey's theory in the current media environment.
19. Explain Baudrillard's different stages of simulation.
20. Specify an approach and analyse a media text of your choice applying the approach.
