

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



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

**THIRD SEMESTER – NOVEMBER 2017**

**16UDJ3MC01 – MEDIA CULTURE AND SOCIETY**

Date: 06-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

I. Write short notes of 50 words each

(10x2=20)

1. Secularisation
2. Cult Value
3. Mass Culture
4. Aura
5. McLuhan
6. Media Giants
7. Frankfurt School
8. Cultural Homogenisation
9. Toronto School
10. Technology as a social need

**PART – B**

II. Answer any **FIVE** questions in 250 words each

(5x8=40)

11. Differentiate hot and cool medium.
12. Write a note on technological determinism
13. Discuss commercialization of media.
14. Elaborate on media pluralism.
15. Explain Rogers diffusion of innovations theory.
16. Do you agree that content of one medium is another medium. Justify your position.
17. What were Schramm's and Lerner's thoughts on modernization.

**PART – C**

II. Answer any **TWO** questions in 750 words each

(2x20=40)

18. Write an essay on the advantages and disadvantages of technology.
19. Explain the basic ideas of Walter Benjamin in the essay The Work of Art in the Age of Mechanical Reproduction.
20. Discuss McLuhan's Medium is the Message.

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