

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2018

16/17PDJ3MC01 – CRITICAL MEDIA STUDIES II

Date: 29-10-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

I. Answer ALL the questions

[10x2=20]

1. Frankfurt School of Thought
2. Louis Althusser
3. Flak
4. Toronto School of Thought
5. Superstructure
6. Lack of Fit / Equivalence
7. Hegemony
8. False Consciousness
9. Global Village
10. Acoustic Age

PART- B

II. Answer any FIVE questions from the following

[5x8=40]

11. What is public sphere? Explain Jurgen Habermas' conceptualisation of public sphere.
12. Outline Marshall McLuhan's ideas on technology and society.
13. Elaborate ideological state apparatus and repressive state apparatus.
14. Define ruling class. Discuss Marx and Engel's concepts of mental production and material production.
15. Content of one medium is another medium. Discuss.
16. Differentiate hot and cold media.
17. According to Gramsci, what is subaltern class? Discuss.

PART- C

III. Answer any TWO questions from the following

[2x20=40]

18. What is manufacturing consent? Discuss five filters proposed by Noam Chomsky and Edward Herman.
19. Examine Stuart Hall's essay *Encoding/Decoding* with emphasis on various models of communication.
20. Elucidate Walter Benjamin's contribution to the understanding of art in the age of mechanical reproduction.

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