

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

THIRD SEMESTER – NOVEMBER 2019

16/17/18UDJ3MC01 – MEDIA CULTURE AND SOCIETY

Date: 29-10-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART- A

I. Answer ALL the questions

[10x2=20]

1. McLuhan
2. Ritual Value
3. Marc Prensky
4. Global Village
5. Culture Industry
6. Lithography
7. Daniel Lerner
8. Diffusion of Innovations
9. Pluralism
10. Media conglomeration

PART- B

II. Answer any FIVE questions from the following

[5x8=40]

11. Examine modernisation and media.
12. Is technology a boon or bane? Discuss.
13. What is technological determinism?
14. Who are digital natives and digital immigrants?
15. Elaborate Adorno's views on mass media.
16. Explain Maslow's hierarchy of needs.
17. Distinguish between hot and cold medium.

PART- C

III. Answer any TWO questions from the following

[2x20=40]

18. Medium is the message. Discuss.
19. Describe the evolution of art reproduction.
20. Does technology bring social change? State your opinion and justify.
