

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



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

**THIRD SEMESTER – NOVEMBER 2019**

**17/18PDJ3MC01 – CRITICAL MEDIA STUDIES II**

Date: 29-10-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART- A**

**I. Answer ALL the questions**

**[10x2=20]**

1. Authenticity
2. Hegemony
3. Althusser
4. Surgeon Vs Magician
5. Frankfurt School
6. Negotiated Reading
7. Global Village
8. Habermas
9. Superstructure
10. Engels

**PART- B**

**II. Answer any FIVE questions from the following**

**[5x8=40]**

11. Describe Walter Benjamin's ideas on art before mechanical reproduction.
12. Discuss Althusser's essay *Ideology and Ideological State Apparatus*.
13. Differentiate between hot medium and cold medium.
14. Examine mental production and material production.
15. Discuss Gramsci's conceptualisation of hegemony.
16. Elaborate on the five filters of news.
17. How does photography and film change our perceptions of art?

**PART- C**

**III. Answer any TWO questions from the following**

**[2x20=40]**

18. Enumerate McLuhan's ideas on medium.
19. What is public sphere? With the help of Habermas' essay, elaborate on the concept of public sphere.
20. Delineate the essay "*Encoding/Decoding*".

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