



Date: 19-11-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 pm-04:00 pm

SECTION A – K1 (CO1)

	Answer ALL the questions	(5 x 1 = 5)
1	Fill in the blanks	
a)	Castells notes that there is a rise of a _____ society.	
b)	_____ proposed the idea of hyperreality.	
c)	Herman and Chomsky advanced the _____ model of communication.	
d)	The term “Audience commodity” was propounded by _____ .	
e)	_____ wrote the book “The Image trap : M G Ramachandran in Film and Politics”	

SECTION A – K2 (CO1)

	Answer ALL the questions	(5 x 1 = 5)
2	Match the following	
a)	Information City	- Christian Fuchs
b)	Culture Industry	- Constantine Nakassis
c)	Convergence Culture	- Manuel Castells
d)	Audience Labor	- Theodor Adorno
e)	Mass Mediation	- Henry Jenkins

SECTION B – K3 (CO2)

	Answer any THREE of the following in 100 words each.	(3 x 10 = 30)
3	Identify the importance of media.	
4	Demonstrate the working of culture industry with examples.	
5	Articulate your understanding of convergence culture.	
6	Sketch out the status of media democracy in India.	
7	Illustrate the role that films play in mediating societal actions.	

SECTION C – K4 (CO3)

	Answer any TWO of the following in 600 words each.	(2 x 12.5 = 25)
8	Analyse the role of media in the construction of social reality.	
9	Inspect how technology plays a role in disguising reality using the concept of hyperreality.	
1	Critically analyse the role of media towards social responsibility.	

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1 1	Examine the interplay between cinema and society.

SECTION D – K5 (CO4)

	Answer any ONE of the following in 800 words	(1 x 15 = 15)
1 2	‘There is a rise in Participatory Culture’ – Justify and elaborate using Jenkins.	
1 3	Critically evaluate the Marxian idea of media with suitable examples.	

SECTION E – K6 (CO5)

	Answer any ONE of the following in 1000 words	(1 x 20 = 20)
1 4	Formulate your understanding of the interplay between Caste, Politics and Media.	
1 5	Discuss Benjamin’s essay titled “The Work of Art in the Age of Mechanical Reproduction”. Situate and examine the relevance of his ideas to the digital age we live in.	
