

Registration Number:

Date & session:

**STJOSEPH’S UNIVERSITY, BENGALURU -27**

**MA JOURNALISM & MASS COMMUNICATION - 2nd SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May /June 2024)**

**MC 8421- MEDIA, CULTURE, AND SOCIETY**

**(For current batch students only)**

**Time- 2 hrs Max Marks-50**

**This paper contains TWO printed pages and TWO PARTS**

**SECTION A**

**Answer any FIVE of the following in 250 words each. (5X6=30)**

1. State and explain the classifications between base and superstructure with suitable examples
2. What do you understand from the concept of political economy and its effects on cultural products?
3. Explain the culture and its meaning in the post-modern societal setup.
4. Bring out the meaning of ‘counter culture’ giving suitable examples along with your concept explanations.
5. Elucidate the meaning of ‘ideology’.
6. Draw and explain the socio-cultural pyramid.
7. Discuss very briefly ‘technological determinism’.

**SECTION B**

**Answer any TWO of the following in 350 words each. (2X10=20)**

1. Explain the following paragraph from the essay ‘Culture industry reconsidered’ with suitable examples

The phrase, the world wants to be deceived, has become truer than had ever been intended. People are not only, as the saying goes, falling for the swindle: if it guarantees them even the most fleeting gratification they desire a deception which is nonetheless transparent to them. They force their eyes shut and voice approval, in a kind of self-loathing, for what is meted out to them, knowing fully the purpose for which it is manufactured. Without admitting it they sense that their lives would be completely intolerable as soon as they no longer clung to satisfactions which are none at all.

1. Who are considered as the change agents in media today? Discuss your answer with at least four examples as to how the agents have been influential.
2. Analyse the advertisement given below using understandings of representation, visuality and the senses. *(TAGLINE: MEN WILL BE MEN)*



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