



Derozio Memorial College
UGC Sponsored B.Voc in Broadcast Journalism
Semester -V Examination, 2022
Paper – BCJGC10T
(MEDIA SOCIETY AND CULTURE)



Time Allotted: 2 hours

Full Marks: 40

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

1. Answer in short on any five (5) of the followings: -

5X2=10

- a) What is new media?
- b) What is the major difference between society and culture?
- c) How do you define mass in a society?
- d) What is digital culture?
- e) Who is called folk in a society?
- f) Describe at least two differences between traditional and folk culture.
- g) In broadcasting media write at least two forms of medium.
- h) What do you mean by media convergence?
- i) How does medium influence culture and society?

2. Write Short notes on any two (2) of the followings: -

2X5=10

- a) Media literacy
- b) Media studies in modern world.
- c) Mass Media
- d) Difference between information society and knowledge society.
- e) Mobile Journalism
- f) Mass Culture

3. Answer any two (2) of the followings: -

2X10=20

- a) Briefly describe the role of social values in communication? Do you think our mainstream media always maintain social values in their communication? -Give arguments in favour of your answer.
- b) Describe about the transformation of mass media and its popular culture on society.
- c) What is commodification of culture and its impact?
- d) Discuss in detail about digital media culture.
- e) Discuss about hypodermic needle theory in the context of modern society.
- f) What do you mean by folk culture? Discuss about different types of folk culture of West Bengal.

N.B.: Students have to complete submission of their Answer Scripts through E-mail to their own respective college on the same day / date of examination within 1 hour after the end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.

• E-mail ID for the respective B.Voc Courses:

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