



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BVC 1522

Media Culture and Society

Time: 3 Hrs

Marks: 75

Answer any 5 out of the following questions.

[5X15=75]

1. Discuss Cultural Hegemony
2. Elaborate on the need for Media Literacy for the society.
3. What are the characteristics of a media audience?
4. What is postmodernism?
5. Explain the contribution of Frankfurt school to cultural studies.
6. What are the different types of Culture?
7. Analyse the fandom culture in Tamil cinema.

