

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS- MAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Media culture and Society
Course Code: 25MMC203T

Max. Marks: 50
Time: 2.30 Hours

Instructions: Please do not write anything else on question paper other than your roll number.

Q1.	Attempt any 2 short notes: a. What is interpersonal communication? b. List any two cultural components. c. What is folk media?	(10 Marks)	CO3
Q2.	Solve any 1 Broad Question: a. Analyze how the role of media is shaping everyday life? b. Explain Hall's high-context and low-context communication theory	(10 Marks)	CO4
Q3.	Solve any 1 Broad Question: a. Discuss the components of culture: values, beliefs, norms, and practices. b. Compare folk media and modern media in India.	(10 Marks)	CO5
Q4.	Solve any 1 Broad Question: a. Explain the concept of media literacy and its importance. b. Evaluate the impact of digital media on traditional communication.	(10 Marks)	CO6
Q5.	Solve any 1 Broad Question: a. Analyze media representation and stereotypes. b. Explain how media constructs social reality.	(10 Marks)	CO4
