

2025
SRMUJ
4th Semester Examination
M. A.
Journalism and Mass Communication
JMC-402
Media and Cultural Communication

Full Marks : 40

Time : 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two of the following questions : **5×2**

- (a) Folk Media and Modern Media
- (b) Puppet Show
- (c) Characteristics of Culture
- (d) Song as a Cultural Carrier

2. Answer any three of the following questions : **10×3**

- (a) Discuss the concept of the "global village" and explain its effectiveness in developing countries.
- (b) How does inter-cultural communication influence cultural understanding and identity in today's globalized world? Support your answer with examples.
- (c) What is the role of folk media in development communication? – Explain.
- (d) Traditional Media can uphold social ethos ranging from rural to urban areas in our country. – Comment.
- (e) Is transmission of culture possible without language? Give proper justification.