

TM142470D

Reg. No: .....

Name: .....

**M. A. DEGREE (C.S.S.) EXAMINATION, APRIL 2017**

**Supplementary – (2014 Admission)**

**SEMESTER II – SOCIOLOGY**

**SOC2SM – SOCIOLOGY OF MEDIA**

**Time: Three Hours**

**Maximum Weight: 30**

**PART A**

**I Write short notes on any five questions. Each question carries a weight of 1**

1. Mass Media
2. Postmodernism
3. Semiotics
4. Discourse
5. Culture
6. Ideology
7. Social Structure
8. Regionalism

**(5x1=5)**

**PART B**

**II Answer any five questions. Each question carries a weight of 2**

9. What are the characteristics of Media?
10. Briefly explain the relation between media society and technology
11. Comment on the semiotic approach
12. Describe the different types of media
13. Examine the role of mass media in nationalism
14. Examine media in the perspective of Frankfurt School
15. What is meant by IPC? Examine its role in Media
16. What is Media Ethics?

**(5x2=10)**

**PART C**

**III Answer any three questions. Each question carries a weight of 5**

17. Examine the impact of IT in media and how it is reflected in the postmodern society
18. Examine the role of mass media in promoting democracy and social justice
19. Describe in detail role of press in a country like India
20. What do you mean by Broadcast media? Explain its evolution
21. Explain the theoretical perspectives on media

**(3x5=15)**