

TM242222X

18.4

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024

2023 ADMISSIONS REGULAR

SEMESTER II - CORE COURSE SOCIOLOGY

SO2C09TM20 - Media and Society

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What is Mass media?
2. Define new media professionals.
3. What do you mean by Citizen's right?
4. What is Semiotics?
5. What is E-Commerce?
6. Give examples of Visual media.
7. What do you mean by Social marketing?
8. What do you mean by media policy?
9. What do you mean by Cyber bullying?
10. What is Cyber addiction?



Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Discuss the role of mass media in promoting democracy.
12. Explain the characteristics of Mass media.
13. Explain the origin and impact of print media.
14. Explain the views of Angela McRobbie on the gender roles in media.
15. Describe the views of Manuel Castells on media.
16. Write a critical note on the impact of visual media on the minds of people.
17. Explain the characteristics of visual media.
18. Explain broadcast media and its challenges to policy.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Critically evaluate the role of media in democratic nation.
20. Discuss the ideology of Marx and the media.
21. Explain the role of advertisements in media and its impact on individuals.
22. Discuss the role of women in media and media laws.