

TM142470B

Reg.No.....

Name.....

M A DEGREE (CSS) EXAMINATION, APRIL 2015
SECOND SEMESTER- CORE (SOCIOLOGY)
SOC2SM – SOCIOLOGY OF MEDIA

Time: Three Hours

Maximum Weight: 30

PART A

(Short Answer Questions)

Answer any *FIVE* questions in not more than *ONE* page each

Each question carries a weight of 1

Define the following:-

1. Media myth
2. Media Technology
3. Discourse analysis
4. Knowledge world
5. Hyper reality
6. Media Policy
7. Press Law
8. Rhetoric of narrative

(5 x 1 = 5)

PART B

(Short Essay/Problems)

Answer any *FIVE* questions in not more than *TWO PAGES* each

Each question carries a weight of 2

9. Describe the types and functions of Mass Media
10. Briefly discuss social construction of reality by media
11. What is Rhetoric of Image?
12. Write a short note on media in India

13. Do media contribute to changing power structures?
14. Explain the ideas of Gramsci in media studies
15. Review McLuhan's theory on media?
16. Elaborate on semiotic approach

(5x 2 = 10)

PART C

(Short Essay/Problems)

Answer any *THREE* questions

Each question carries a weight of 5

17. Write an essay on the power of mass media on Individual, Society and Culture
18. Media in India contribute to creating new identities and changing power structures.
Substantiate
19. Assess the role of mass media in promoting democracy, social justice & gender
20. Comment on media laws in India
21. Review the major theories of media, highlighting the ideas of Baudrillard

(3 x 5 = 15)