

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2015-16 and thereafter)**  
**SUBJECT CODE: 15SC/MC/SM55**

**B. A. DEGREE EXAMINATION, NOVEMBER 2019**  
**BRANCH III – SOCIOLOGY**  
**FIFTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : SOCIOLOGY OF MEDIA**  
**TIME : 3 HOURS**

**MAX.MARKS:100**

**SECTION – A**

**I. ANSWER ALL QUESTIONS IN ABOUT 50 WORDS EACH. (10x2=20)**

1. What are the types of media?
2. Define audience.
3. What is advertising?
4. Define hero – worship.
5. Define media activism.
6. What is puppetry?
7. What is community radio?
8. What is little magazine?
9. How are women represented in media?
10. What is under representation in media?

**SECTION – B**

**II. ANSWER ANY FIVE QUESTIONS IN ABOUT 250 WORDS EACH. (5x8=40)**

11. What are the functions of mass media?
12. Distinguish between active Vs Passive audiences.
13. Write the power of advertising in the present days.
14. Write a note on the role of radio during the freedom struggle.
15. Write briefly the media during the French Revolution.
16. Trace the growth and development of community radio in Chennai.
17. Write briefly about the alternative sexualities in the media.
18. What are the various forms of alternative media?

**SECTION – C**

**III. ANSWER ANY TWO QUESTIONS IN ABOUT 1200 WORDS EACH. (2x20=40)**

19. Explain in detail about the effects of mass media on individuals, society and culture.
20. Explain in detail about the uses and gratification approach.
21. Explain the Marxist approach in Media.
22. Trace the history of representation of women in media.

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