

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086  
(For candidates admitted during the academic year 2008 – 09 & thereafter)**

**SUBJECT CODE: SC/MC/MS54**

**B. A. DEGREE EXAMINATION, NOVEMBER 2012  
BRANCH III – SOCIOLOGY  
FIFTH SEMESTER**

**COURSE : MAJOR – CORE  
PAPER : MEDIA AND SOCIETY  
TIME : 3 HOURS** **MAX.MARKS:100**

**SECTION – A**

**ANSWER ALL THE QUESTIONS IN 50 WORDS EACH. (10X2=20)**

**Define the following:**

1. Realism
2. Media
3. Sub- culture
4. Alternative Media
5. Scope of radio
6. Citizen Journalism
7. Gender Bias in Mass Media
8. Akash Vani
9. Development communication
10. Popular Culture

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN 250 WORDS EACH. (5X8=40)**

11. Discuss the functions of mass media.
12. Explain Uses and Effects theory.
13. 'Hero- worship reflects in Indian politics.' Justify.
14. How is internet useful in the development process of a society?
15. What are your comments on the misrepresentation of women by the media?
16. Trace the growth of Indian television.
17. Explain semiotics.
18. In brief explain the characteristics of audience.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN 1000 WORDS EACH.**

**(2X20=40)**

19. Discuss the power of mass media.
20. Discuss alternate media and its effectiveness in reaching the masses.
21. Define celebrity endorsement. Explain how it helps to create brand personality in society.
22. Explain Roger and Shoemaker's model of Innovation.

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