

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**SUBJECT CODE: 19SC/MC/SM54**

**B.A. DEGREE EXAMINATION NOVEMBER 2021**  
**BRANCH III-SOCIOLOGY**  
**FIFTH SEMESTER**

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

**MAX. MARKS: 100**

**SECTION– A**

**ANSWER ALL QUESTIONS EACH ANSWER SHOULD NOT EXCEED 50 WORDS**

**(3 X 4 = 12)**

1. What are the types of Media? Give two examples each.
2. What is Citizen Journalism? Explain with an example
3. What is Alternative Media? What are its different forms?

**SECTION– B**

**ANSWER ANY FIVE QUESTIONS EACH ANSWER SHOULD NOT EXCEED 250 WORDS**

**(3 X 16 = 48)**

4. List the functions of Mass Media with examples? Explain any two functions.
5. Explain the relationship between Construction of Political reality and Media Industry Ownership?
6. Describe social mobilization, media activism and online forms of protest with examples
7. What are the concerns of Under-representation of the Northeast in the Media?
8. What is gaze? How does it impact the representation of women and alternative sexualities in media?

**SECTION– C**

**ANSWER ANY TWO QUESTIONS EACH ANSWER SHOULD NOT EXCEED 1200 WORDS**

**(1 X 40 = 40)**

9. Describe and differentiate Active vs Passive Audience. Explain and justify your position as an active or passive audience with suitable examples.
10. Explain whether Media is Supporter and/or Watchdog of the State. Explain which is the more appropriate role for the media and Why?