

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019-2020 and thereafter)
SUBJECT CODE: 19SC/MC/SM54

B. A. DEGREE EXAMINATION, NOVEMBER 2022
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. Give an example of surveillance role of media.
2. What is Citizen Journalism?
3. Define fad.
4. Mention any two characteristics of audience.
5. Give an example of 'Opinion Leaders'.
6. Define Alternate media.
7. Define Feminism.
8. Define Digital media.
9. What is Social advertising?
10. Define Culture.

SECTION – B

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

11. Does mass media impact the process of socialisation in society? – Justify.
12. Compare active and passive audience.
13. How does media ownership influence the portrayal of media content in society?
14. Discuss street theatre as an alternative media.
15. Gender sensitisation is lacking in the media. Justify.
16. How has social media played a significant role in collective mobilisation?
17. Explain Uses-gratification theory.
18. How does media construct political reality? Give examples.

SECTION – C

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

19. Discuss the role of community radio in the development of rural sector.
20. Women's representation has increased in the media. Comment.
21. Discuss the nexus between advertising and culture.
22. Justify the power of media in the society today with suitable examples.
