

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019-2020 and thereafter)

B. A. DEGREE EXAMINATION, NOVEMBER 2023
BRANCH III – SOCIOLOGY
FIFTH SEMESTER

COURSE : MAJOR – CORE
PAPER : SOCIOLOGY OF MEDIA
SUBJECT CODE: 19SC/MC/SM54
TIME : 3 HOURS

MAX.MARKS : 100

SECTION – A

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

1. Define media.
2. What is citizen journalism?
3. Define advertising.
4. Write about sub-culture.
5. How are media and politics interrelated?
6. Why media is a watchdog?
7. Define puppetry.
8. Define community radio.
9. What is under representation?
10. Define gaze.

SECTION – B

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

11. Write a brief note on the functions of media.
12. Define audience. What are the types of audience?
13. Write a note on the power of advertising.
14. Write about uses and gratification approach.
15. Write briefly about media industry and ownership.
16. Write briefly on social media and mobilisation.
17. Write about media activism.
18. Write a note on the changing representation of women in media.

SECTION – C

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

19. Explain in detail about the types of mass media on individual, society and culture.
20. Write in detail about celebrity industry – personality as brand, Hero-Worship.
21. Explain construction of political reality.
22. What is a community radio? Name a few community radio in your city and explain its functions in detail.
