

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

B. A. DEGREE EXAMINATION, NOVEMBER 2024
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. What are the different types of media?
2. 'Media Hyper-reality or Glorification of a Celebrity or a Product is questioned by Active Audience'- Justify.
3. Compare and contrast Highbrow and Lowbrow culture in 'Taste Cultures'.
4. Discuss celebritization with an example.
5. Give examples of surveillance role of media.
6. What is the social impact of media construction of political reality in the Indian context?
7. Bring out the significance of media activism with a case example.
8. 'Community radio plays a very crucial role in contextualization of National Development'- Justify
9. What is cultural hegemony effect of mass media?
10. Discuss media gaze of ethnic minorities and class minorities with examples.

SECTION – B

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

11. Write a short note on the effects of mass-media on cultural construction of the Society.
12. 'Niche Marketing by media reinforces Social Stratification in society'- Justify with case-examples.
13. Discuss the social effects of media conglomeration in a digital age.
14. Explain how 'various forms of Alternative media acts as a vehicle of social change and social transformation'.
15. Critically examine the media portrayal of Queer communities in India.
16. Write a note on the dynamics of 'Online Activism' and 'Collective Mobilization'.
17. What is 'Propaganda model' in media?
18. Write a short note on subcultures and media with examples.

SECTION – C

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

19. Trace the History and Development of different types of mass media.
20. Write an essay on the socio-cultural impact of Popular Culture advertising on Indian masses.
21. Discuss in detail the types of media ownership with examples.
22. Explain the changing dimensions of the representation of women in media with examples.
