

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2025 – 2026)**

**B.A. DEGREE EXAMINATION, APRIL 2026**  
**BRANCH III - SOCIOLOGY**  
**SECOND SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : SOCIOLOGY OF MEDIA**  
**SUBJECT CODE: 25SC/ME/SM23**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

<b>Q. No.</b>	<b>SECTION A</b>	<b>CO</b>	<b>KL</b>
	<b>Answer any two questions of the following in about 100 words each.</b> (2 x 5 = 10 marks)		
1	Define Media and classify its types.	CO1	K1
2	What are referred to as niche markets?	CO1	K1
3	Identify the various forms of alternative media.	CO1	K1
<b>Q. No.</b>	<b>SECTION B</b>	<b>CO</b>	<b>KL</b>
	<b>Answer any two questions of the following in about 100 words each.</b> (2 x 5 = 10 marks)		
4	Describe the impact of Hero worship.	CO2	K2
5	Discuss the role of the media as the watch dog of the state.	CO2	K2
6	Determine the concerns in regard to the under-representation of the North East in the Media.	CO2	K2
<b>Q. No.</b>	<b>SECTION C</b>	<b>CO</b>	<b>KL</b>
	<b>Answer any two questions of the following in about 350 words each.</b> (2 x 10 = 20 marks)		
7	Compare and Contrast between the features of active and passive audiences.	CO3	K3
8	Relate how fashion is different from fad with relevant examples.	CO3	K3
9	Highlight the growing significance of online forms of protest and mobilization.	CO3	K3
<b>Q. No.</b>	<b>SECTION D</b>	<b>CO</b>	<b>KL</b>
	<b>Answer any two questions of the following in about 600 words each.</b> (2 x 20 = 40 marks)		
10	Critically analyze the changing representation of women in the media.	CO4	K4
11	Explain the role of Community radio in detail.	CO4	K4
12	Draw inferences on how ownership influences media.	CO4	K4
<b>Q. No.</b>	<b>SECTION E</b>	<b>CO</b>	<b>KL</b>
	<b>Answer any two questions of the following in about 500 words each.</b> (2 x 10 = 20 marks)		
13	Examine the effect of mass media on younger generations.	CO5	K5
14	Evaluate the power of advertising with relevant examples.	CO5	K5
15	Justify the statement 'Political realities are constructed.'	CO5	K5

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