

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86
(For Candidates admitted during the academic year 2011 – 2012 & thereafter)

SUBJECT CODE: 11SC/GE/MS44

B.A. / B.Sc. / B.Com. / B.V.A. / B.C.A. /B.S.W. DEGREE EXAMINATION
APRIL 2015

COURSE : GENERAL ELECTIVE
PAPER : MEDIA AND SOCIETY
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS.
(10x2=20)

1. Define active and passive audience.
2. What is popular culture?
3. State any two functions of mass media.
4. Define mass media.
5. What is electronic media?
6. Explain encoding.
7. What is alternative media?
8. List the types of media.
9. Who is a listener?
10. Describe media realism.

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS
(5x8=40)

11. Define celebrity. What is celebrity endorsement? How does it help brand building?
12. Write short notes on popular discrimination and political popular culture.
13. Illustrate with suitable example the concept of hero worship.
14. Explain the functions of mass media.
15. Elucidate the social construction of reality by media.
16. Discuss image of woman in mass media.
17. What is audience making?
18. Explain citizen journalism.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS **(2x10=40)**

19. Explain the effects of mass media with appropriate examples.
20. Write an essay on Rogers and Shoemaker's model.
21. Discuss crime and violence against women in media.
22. Explain alternative media. Why is it used?
