

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2011 – 12 & thereafter)**  
**SUBJECT CODE: 11SC/MC/MS54**

**B. A. DEGREE EXAMINATION, NOVEMBER 2015**  
**BRANCH III – SOCIOLOGY**  
**FIFTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : MEDIA AND SOCIETY**  
**TIME : 3 HOURS** **MAX.MARKS:100**

**SECTION – A**  
**ANSWER ALL QUESTIONS IN 50 WORDS EACH. (10X2=20)**

**Define the following:**

1. Semiotics.
2. Passive Audience.
3. Branding.
4. Homogeneous.
5. Sub Culture.
6. Prasar Bharati.
7. Role Model.
8. Popular Culture.
9. Alternate Media.
10. Ethnic.

**SECTION – B**  
**ANSWER ANY FIVE QUESTIONS IN 250 WORDS EACH. (5X8=40)**

11. Discuss media and Realism.
12. Explain the functions of mass media.
13. Differentiate political popular culture and people's culture.
14. Write short notes on Icons and influence.
15. "Television doesn't make programmes, It creates audiences". Verify.
16. Explain the types of audiences.
17. Discuss the portrayal of women in mass media.
18. How is alternate media effective in development issues in the rural sector?

**SECTION – C**  
**ANSWER ANY TWO QUESTIONS IN 1000 WORDS EACH. (2X20=40)**

19. Discuss the effects of stereotypes on society.
20. Write on citizen journalism. Enumerate with appropriate examples.
21. What is mass mediated communication?
22. What is celebrity endorsement? Explain the industry with examples.

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