

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted during the academic year 2008-09)

SUBJECT CODE: SC/MC/MS54

B. A. DEGREE EXAMINATION, NOVEMBER 2010

BRANCH III – SOCIOLOGY

FIFTH SEMESTER

COURSE : MAJOR – CORE
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. Differentiate between icons and symbols.
2. Define audience and its types.
3. Define culture.
4. Reach of radio in society is wide or not? Comment.
5. Define alternate media.
6. What is feminism.
7. List the functions of mass media.
8. Define popular culture.
9. What is celebrity endorsement?
10. Define Sociology.

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS.

(5X8=40)

11. Discuss in brief the power of mass media.
12. Difference between active and passive audience.
13. Discuss the growth of mass media in influencing the society with suitable examples.
14. How do you think that NGO's and women journalists can control the portrayal of women as glamour images.
15. Discuss the drawback of radio as a medium of communication.
16. Define mass media. Discuss its nature and scope.
17. Discuss uses and glorification theory.
18. In brief discuss the role of media in education sector.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS.

(2X20=40)

19. Discuss different approaches to media analysis with emphasis on Marxists ideology and sinister.
20. 'Media mirror the society or vice-versa'. Justify with suitable examples
21. How has the alternate media played a significant role in the development of a society.
22. In today's society empowerment of women is to be viewed seriously. How can the media play in supporting for this empowerment.
