

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 2012 and thereafter)

SUBJECT CODE: 11SC/MC/MS54

B. A. DEGREE EXAMINATION, NOVEMBER 2016
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)

1. Define media and society.
2. What is audience, and what are the various types of audience?
3. Define sub-culture with examples.
4. What is hero worship?
5. What is stereotype? Give examples.
6. What is privatization?
7. Define alternative media.
8. What are the uses of media?
9. How are women portrayed in media?
10. What is citizen journalism?

SECTION – B

ANSWER ANY FIVE QUESTIONS IN 250 WORDS EACH. (5X8=40)

11. Define mass media. Explain various types of mass media and its functions.
12. What are the theories of audience? Explain any one theory in detail.
13. Explain the role of media in the social construction of reality.
14. How is personality used as a brand name in our country?
15. What is AM radio and FM radio? Which is more popular among youngsters?
Explain.
16. Explain media and grass root communication, with reference to agriculture and health.
17. Explain Roger and Shoemaker's model of Innovation Diffusion.
18. Write a note on alternative media.

SECTION – C

ANSWER ANY TWO QUESTIONS IN 1000 WORDS EACH.

(2X20=40)

19. What is mass media? What are the functions of mass media? Also explain the nature and scope of mass media.
20. Distinguish between Political popular culture and Peoples' culture.
21. Trace the history and development of mass media in India.
22. Explain in detail about the role of female in Indian media. How are they portrayed?
How will you appreciate the portrayal of women in Indian media?
