

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted during the academic year 2015-16)

SUBJECT CODE: 15SC/MC/SM55

B. A. DEGREE EXAMINATION, NOVEMBER 2017

BRANCH III – SOCIOLOGY

FIFTH SEMESTER

COURSE : MAJOR – CORE
PAPER : SOCIOLOGY OF MEDIA
TIME : 3 HOURS

MAX.MARKS:100

SECTION – A

I. ANSWER ALL QUESTIONS IN ABOUT 50 WORDS EACH.

(10x2=20)

1. Define mass media
2. What is Sub Culture?
3. Explain Passive Audience
4. Give an example of 'Enigma'
5. Explain Anchorage
6. What is media activism?
7. Explain Hegemony
8. What is Citizen Journalism
9. What is the meaning of popular culture?
10. Give any two functions of media.

SECTION – B

II. ANSWER ANY FIVE QUESTIONS IN ABOUT 250 WORDS EACH.

(5x8=40)

11. Explain stereotype and hero worship.
12. Explain the influence of French revolution on media.
13. Explain Uses -Gratification theory.
14. Write on uses-effect theory
15. "Television doesn't make programmes, it creates audiences". Verify.
16. Explain online forms of protest.
17. Explain street theatre as an alternative media.

SECTION – C

III. ANSWER ANY TWO QUESTIONS IN ABOUT 1200 WORDS EACH

(2x20=40)

18. Explain changing trends in the portrayal of women.
19. Discuss the impact of community radio on society.
20. What is niche marketing? How is it effective in advertising?
21. Analyse the effects of mass media on individuals, society and culture
