

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2015-16 and thereafter)
SUBJECT CODE: 15SC/MC/SM55

B. A. DEGREE EXAMINATION, NOVEMBER 2018
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 Media. What are the types of Media?
2. Define Audience.
3. What do you understand by sub – culture?
4. What is Hero Worship?
5. How did radio help during freedom struggle?
6. What is media activism?
7. What is Alternative media?
8. What is community radio? Name any 2 community radio.
9. How are women portrayed in media?
10. Write about citizen journalism.

SECTION – B

II. ANSWER ANY FIVE QUESTIONS IN ABOUT 250 WORDS EACH. (5x8=40)

11. Define mass media. What are the functions of mass media?
12. Write about celebrity industry today.
13. Write about uses and gratification approach.
14. Write briefly about the underground radio movement during our freedom struggle.
15. What are the various forms of alternative media? Write a short note on each type.
16. Write about social media and mobilization.
17. How community radio is helping Indian farmers?
18. Write about the stereotypical representation of women in media.

SECTION – C

III. ANSWER ANY TWO QUESTIONS IN ABOUT 1200 WORDS EACH (2x20=40)

19. Explain in detail about the effects of mass media on individual, society and culture.
20. What is advertising? Explain the power of advertising.
21. Explain in detail about the Marxist approach to media.
22. How is women portrayed in mass media today. Give your answer.
