

Reg. No

Name

18P227

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2018
SEMESTER 2 : SOCIOLOGY
COURSE : 15P2SOCT07 ; SOCIOLOGY OF MEDIA
(Common for Regular - 2017 admission & Supplementary 2016 & 2015 Admissions)

Time : Three Hours

Max. Marks: 75

Section A
Answer any 8 (2 marks each)

1. Denotational meaning of 'Image'
2. Alternative media
3. Mediated Culture Theory of Mass Media
4. Althusser's Structural Marxist approach
5. Signified - Ronald Barthes
6. Cultural hegemony
7. Media fantasy
8. Knowledge World
9. Time and Space in Urbanisation - Peter Saunders
10. Digital Television
11. Media and the National Commission for Women
12. Royalty

(2 x 8 = 16)

Section B
Answer any 7 (5 marks each)

13. Mention the prominent news papers in India and describe their details
14. Briefly describe the major Sociological Theories on media Impact
15. Roland Barthe's essay, 'The Rhetoric of the Image' is a typical model of a semiotic study of a want advertisement. Describe
16. What is the Post modernist analysis of media made by Angela Mc Robbie, the British cultural theorist?
17. Define the concept 'Technological Determinism of Media' and explain how the power of media is drastically influenced by technological enhancement according to Marshall Mc Luhan
18. Describe how Brian Winston explains the relationship between Media, Technology and Power
19. What are the possibilities of the use of Media in Tourism and entertainment industry? Describe it's advantages.
20. Explain how media influences to ensure Gender Justice in societies
21. Explain the provisions of the the Indecent Representation of Women (Prohibition) Act, 1986
22. Describe the history of Printing Press in India

(5 x 7 = 35)

Section C
Answer any 2 (12 marks each)

23. Describe the negative impact of media on the youngsters. Suggest remedies to solve the issue
24. Explain the theoretical contributions of German Jewish intellectuals in the University of Frankfurt on media studies
25. Media has a multitude of uses and applications in modern world. What are the significant areas influenced by it? Portray your answer with examples
26. Describe the Development of Press and Press Acts in India. Examine their importance in ensuring free and fair press operations in the country

(12 x 2 = 24)