

B. A. DEGREE END SEMESTER EXAMINATION MARCH 2019**SEMESTER – 6: SOCIOLOGY (CORE COURSE)****COURSE: 15U6CRSOC15: MEDIA AND SOCIETY**

(Common for Regular - 2016 Admission / Supplementary-Improvement 2015 admission)

Time: Three Hours

Max. Marks: 75

Part A

(One word questions). Answer **all** questions. Each question carries 1 mark.

1. What is communication?
2. What do you mean by Ideology?
3. What is meant by media ethics?
4. What is meant by subjectivity?
5. What do you mean by discourse?
6. Define media.
7. The concept of public sphere was put forward by.....
8. What is meant by digital divide?
9. Who is the founder of Facebook?
10. Define internet.

(1 x 10 = 10 Marks)

Part B

(Short answer Questions) Answer **any eight** questions in not more than 50 words.

Each question carries 2 marks.

11. Mass media
12. Hegemony
13. Hyper-reality
14. New Media
15. WWW
16. Social networking
17. Social inequality
18. Press
19. Culture Industry
20. Textual Analysis

(2 x 8 = 16 marks)

Part C (Short Essays)

Answer **any five** of the following questions in not more than 200 words each.

Each question carries 5 marks.

21. Explain the nature and types of communication.
22. Discuss the relation between state and media.
23. Explain discourse analysis as a method of analyzing media.
24. Explain the nature and characteristics of functionalism.
25. Assess the impact of media in politics in India.
26. Evaluate the differences in the traditional and new media.
27. Explain the theory of Jean Baudrillard in relation to media?

(5 x 5 = 25 marks)

Part D

Answer **any two** of the following questions in 500 words each. Each question carries 12 marks.

28. Discuss the social history of media with special emphasis on new media.
29. Critically evaluate the concept of digital divide with special reference to India
30. Examine the various approaches in the analysis of media.
31. Assess the social impact of media in the modern society.

(12 x 2 = 24 marks)
