

Reg. No

Name

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 2 : SOCIOLOGY
COURSE : 15P2SOCT07 : SOCIOLOGY OF MEDIA
(For Regular - 2019 Admission & Supplementary 2018/2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A

Answer any 8 (2 marks each)

1. Describe Class-dominant theory of Mass media
2. What do you mean by Gratification Theory of media impact?
3. What do you mean by censorship?
4. Define the concept 'Hot Media' by Marshall Mc Luhan
5. Define Signifier by Ronald Barthes
6. What is Critical Discourse Analysis in Media?
7. What do you mean by Media Accountability?
8. Explain Online gambling
9. What do you understand by Political Economy?
10. Explain IPC Section 463
11. What is Indian Press Act, 1910?
12. What is Mechanical Television?

(2 x 8 = 16)

Section B

Answer any 7 (5 marks each)

13. Describe the stages of historical development of printing press in relation with its technological advancement
14. Describe how in the essay 'Rhetoric of the Image', Roland Barthes discusses a system of signs conveys a message in an image
15. Do you think the knowledge becomes something different when represented by different media?
16. What is the Post Modernist analysis of media made by Jean Baudrillard, the French sociologist?
17. What is the Post modernist analysis of media made by Angela Mc Robbie, the British cultural theorist?
18. Describe how Brian Winston explains the relationship between Media, Technology and Power
19. Write a note on the role of Mass Media in Identity Development of individuals who involve in it
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. What are the advisory functions of the media in democratic nations?

(5 x 7 = 35)

Section C**Answer any 2 (12 marks each)**

23. What are the major functions and social responsibilities of a journalist or media person to ensure the free and fair subsistence and development of a society?
 24. Explain how men and women are portrayed differently in media according to Angela McRobbie
 25. Describe Multi Media use in Education and Research and identify its advantages in modern systems of academics
 26. Critically explain the role of press in an emerging country like India. Substantiate with examples
- (12 x 2 = 24)