

B. A. DEGREE END SEMESTER EXAMINATIONS - MARCH 2020**SEMESTER – 6: SOCIOLOGY (CORE COURSE)****COURSE: 15U6CRSOC15: MEDIA AND SOCIETY**

(Common for Regular 2017 Admission & Supplementary 2016 /2015 Admissions)

Time: Three Hours

Max Marks: 75

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

1. What is meant by mass media?
2. What do you mean by culture industry?
3. What is digital television?
4. What is meant by textual analysis?
5. What do you mean by hegemony?
6. Define new media.
7. The concept of hyperreality was put forward by.....
8. What is meant by digital natives?
9. Give the full form of *http*?
10. Define intranet.

(1 x 10 = 10)

PART B (Short answer Questions)***Answer any eight questions in not more than 50 words.******Each question carries 2 marks.***

11. Visual media
12. Public sphere
13. Virtual world
14. Digital revolution
15. IT
16. Cybercrime
17. Functionalism
18. Radio
19. Ideology
20. Frankfurt school

(2 x 8 =16)

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 new media.
22. Discuss the relation between politics and media.

23. Explain how media is creating social inequality.
24. Explain the nature and characteristics of media.
25. Assess the concept of public sphere in the context of media.
26. Explain the unique characteristics of traditional media.
27. What is meant by critical theory? (5 x 5 = 25)

PART D

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

28. Discuss the role of media with special emphasis on modern India.
29. Critically evaluate the social impact of media.
30. Examine the various methodologies in the analysis of media.
31. Assess the role of internet as a modern means of communication in the present society. (12 x 2 =24)
