

**B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2018****SEMESTER – 6: SOCIOLOGY (CORE COURSE)****COURSE: 15U6CRSOC15: MEDIA AND SOCIETY***(For Regular - 2015 Admission)*

Time: Three Hours

Max. Marks: 75

**PART A**Answer **all** Questions. Each questions **1** mark

1. The reaction or the response of the receiver that reaches the sender is .....
2. .... is the space where individuals can interact & exchange ideas, using a global network.
3. In which year UNESCO published “The Declaration of Fundamental Principles Concerning the Contribution of Mass Media.
4. .... viewed medium as the message
5. Who has given the name Akashvani to All India Radio?
6. .... launched the first public service broadcasting in the world.
7. What is plagiarism?
8. The media which disseminate creative information through cultural and performance arts.
9. Who hold the view that “hegemony was a form of control exercised primarily through a society’s super structure “.
10. What is global village? (1 x 10 = 10)

**PART B**Answer **any Eight** Questions. Each questions carries **2** marks

11. Communication
12. Hegemony
13. Textual analysis
14. Public sphere
15. Mass media
16. Culture industry
17. Alternative identities
18. Mass culture
19. Folk media
20. Hyper reality (2 x 8 = 16)

**PART C**Answer **any Five** of the following questions. Each questions carries **5** marks

21. Trace the social history of media
22. Describe the features of modern media
23. How do we can make sense of media?

24. What is discourse analysis?
25. Discuss the problem of digital divide
26. Make a comparison of traditional and new media.
27. Analyse the problem of state intervention in media. (5 x 5 = 25)

**PART D**

Answer **any Two** of the following questions. Each questions carries **12** marks

28. Critically evaluate the methodology for the study of media.
29. Briefly discuss the important theories on media.
30. Discuss the impact of media on society.
31. Assess the nature of media in India. (12 x 2 = 24)

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