

Reg. No

Name

19P2027

M. A. DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019

SEMESTER 2 : SOCIOLOGY

COURSE : 15P2SOCT07 : SOCIOLOGY OF MEDIA

(For Regular - 2018 Admission and Supplementary - 2017/2016/2015 Admissions)

Time : Three Hours

Max. Marks: 75

Section A

Answer any 8 (2 marks each)

1. Compare Mainstream media with Speciality media
2. What is Limited-effects theory of Mass media ?
3. What do you mean by censorship?
4. What is Repressive State Apparatuses (RSAs) according to Louis Althusser?
5. Define Connotation according to Ronald Barthes
6. Explain Technological determinism in media
7. Explain Online gambling
8. What do you understand by Political Economy?
9. What is Time and Space in Urbanisation according to Peter Saunders?
10. Describe the role of British Indian Gazetter
11. What is Media democracy?
12. Describe what is meant by Media Passivity

(2 x 8 = 16)

Section B

Answer any 7 (5 marks each)

13. What are the positive impacts of advertisements to consumer preferences and the cultural moulding of societies?
14. Compare and contrast the prevalence of media in the social scene between Democratic and Autocratic nations of the world
15. Roland Barthe's essay, 'The Rhetoric of the Image' is a typical model of a semiotic study of a want advertisement. Describe
16. Describe how Brian Winston explains the relationship between Media, Technology and Power
17. What are the different types of feminist approaches identified by Angela Mc Robbie as part of post modernism?
18. What are the antidotes suggested by Mc Luhan to the narcotic effects of media?
19. Define Cyber sex, find out its negative impacts and suggest remedial measures

20. Define Knowledge world. Identify its basic features and problems
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 mJOR functions and social responsibilities of a journalist or media person to ensure the free and fair subsistence and development of a society?
24. Explain the concept 'Technological Determinism' developed by Marshall Mc Luhan. Examine how technical perfection enhances the power of media in controlling the society
25. Write an essay on the growing fears in human society on Media addiction and abuse by modern generations. Suggest possible remedial measures
26. Explain the media laws and provisions prevail in India which favour the protection of the dignity and freedom of women? Critically evaluate the efficacy of such legislations

(12 x 2 = 24)