

Name:..... Reg.No.....

**M A DEGREE END SEMESTER EXAMINATION APRIL 2016**

(2015 Admission)

**SEMESTER-2: SOCIOLOGY**

**COURSE: 15P2SOCT07 - SOCIOLOGY OF MEDIA**

Time: Three Hours

Max Marks: 75

**PART A**

(Answer **any eight** questions carrying 2 marks each)

1. Postmodernism
2. Media and Women
3. Regionalism
4. New Media Policy
5. Media and IPC
6. Impact of politics on media.
7. Gramsci's contribution to media
8. Illuminate on Rhetoric of the Image
9. Explain broadcast media
10. Characteristics of Mass Media
11. Media is the message - Explain (2 x 8 = 16)

**PART B**

(Answer **any seven** questions carrying 5 marks each)

12. Explain the relations between Marxian Ideology and Media
13. Define visual media and explain its functions
14. Explain in brief about the media laws in India
15. Define audience and how new media affects young generation.
16. Illuminate ideas of Frankfurt school on Media
17. Elucidate the relevance of media ethics in the modern world?
18. Examine Marshall McLuhan's ideas on Media
19. Write on the changes in media due to science and technology?
20. Explain the Power of media on Indian culture and society
21. Has media created new identities in contemporary world?- explain
22. Critically evaluate role of mass media in social justice. (5 x 7 = 35)

**PART C**

(Answer **any two** questions carrying 12 marks each)

23. Discuss about Mass media, its functions and how it constructs social reality
24. Evaluate the various ideologies in Media studies .
25. Elucidate on third world countries and visual media.
26. Explain the relation between media and law in changing globalized world . (12 x 2 = 24)