

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

M. A. DEGREE END SEMESTER EXAMINATION APRIL 2017

SEMESTER - 2: SOCIOLOGY

COURSE: 15P2SOCT07 -: SOCIOLOGY OF MEDIA

(Common for Regular 2016 admission and Supplementary 2015 admission)

Time: Three Hours

Max. Marks: 75

PART A

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

1. What is Mass Media?
2. New Media Policy.
3. Postmodernism.
4. Internet
5. Define 'Media Ethics'.
6. Information Technology
7. Brian Watson and Media Studies
8. Media Ethics
9. Television
10. Role of mass media in citizen rights
11. Media law on women
12. Audience

(2 x 8 = 16)

PART B

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

13. Different types of Audience and the new advertisements
14. Elucidate on the contemporary issues in Media.
15. Write a short note on gender and media perception
16. Role of mass media in promoting democracy and social justice.
17. Elucidate Gramsci's thoughts on media.
18. Write a brief note on regulation by Media
19. Explain about the evolution of broadcast media
20. Write a brief note on IT and media.
21. Define visual media and explain its function
22. Give a brief account of press laws in India

(5 x 7 = 35)

PART C

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

23. Examine the theories on Marxian ideologies and media
24. Elucidate on the media Laws in India.
25. Write a note on role of press in a emerging country like India.
26. Explicate on the role of mass media in India

(12 x 2 = 24)
