

B. A. DEGREE END SEMESTER EXAMINATION - APRIL 2021**SEMESTER –6: SOCIOLOGY (CORE COURSE)****COURSE: 15U6CRSOC15: MEDIA AND SOCIETY**

(Common for Regular 2018 admission & Improvement 2017/Supplementary 2017/2016 /2015 admissions)

Time: Three Hours

Max Marks: 75

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

1. One who encodes the ideas by selecting words, symbols or gestures is called?
2. Which is the country's first domestic communications satellite?
3. is a social network of individuals who interact through specific social media.
4. The structural transformation of the public sphere is a work done by
5. The year in which TV was introduced in India for the first time.
6. What is blog?
7. is the another name given to traditional and other media by communication scholars.
8. What is electronic media?
9. High culture is the culture of which group?
10. Communication between human being and non human being is called..... (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. Media
12. Discourse
13. Mass communication
14. Popular media
15. Hegemony
16. Digital divide
17. Social media
18. Broadcasting
19. Digital Television
20. Subjectivity (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. Differentiate between traditional and new media.
22. Discuss the relationship between media and state in India.
23. Briefly explain the functional approach to media.

24. Discuss the impact of media on society.
25. Describe the idea of hyper reality
26. Explain new media and alternative identities.
27. How do media construct political reality? (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 important approaches to social media.
29. Critically assess the nature of new media in India.
30. Place ideology, discourse and hegemony as the methodology to study the media.
31. Describe the positive and negative contributions of media to society. (12 x 2 = 24)
