

Reg. No

Name

23U671

B. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 6 : SOCIOLOGY

COURSE : 19U6CRSOC15 : MEDIA AND SOCIETY

(For Regular - 2020 Admission and Supplementary - 2019 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer any 10 (3 marks each)

1. Information and Communication Technology
2. New media
3. Folk culture
4. Film
5. Internet
6. Media Hegemony
7. Induced Discourse
8. Hegemony
9. Media Discourse
10. Dialectic of Enlightenment
11. Culture Industry
12. Conspicuous production
13. Propaganda
14. Construction of reality
15. Subjectivity

(3 x 10 = 30)

PART B

Answer any 5 (5 marks each)

16. How has the advent of Internet transformed Media and Communication?
17. How does media function as an agent of Social control?
18. Examine the concept of Ideological state Apparatus
19. Write on the concept of a simulation.
20. Explain the characteristics of propaganda in media.
21. What are the major safety concerns with regard to social media?
22. Examine how media contributes to creating subjectivity

(5 x 5 = 25)

PART C

Answer any 2 (10 marks each)

23. Media is the fourth pillar of a Democracy. Critically examine the statement
24. Analyse Bourdieu's approach on Discourse analysis
25. Elucidate on the theoretical contributions of Jurgen Habermas
26. What is the role of Media in the politics of India?

(10 x 2 = 20)