

Reg. No

Name

23P2027

M. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023

SEMESTER 2 : SOCIOLOGY

COURSE : 21P2SOCT07 : SOCIOLOGY OF COMMUNICATION AND MEDIA

(For Regular - 2022 Admission and Supplementary - 2021 Admission)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. An agency was reconstituted to improve the standard of news agencies and newspapers in India . Name the body and define its major roles and functions (U, CO 1, CO 2)
 2. What is a signified? (U, CO 1, CO 2)
 3. What is digital divide (U, CO 1, CO 2)
 4. Define montage (U, CO 2)
 5. Define Accepted Prototypes (U, CO 1, CO 2)
 6. What do you mean by diachronic? (U, CO 1, CO 3)
 7. Explain cyber space (U, CO 1, CO 2)
 8. What do you mean by stereotyping? (U, CO 1, CO 2)
 9. What is contempt of court ? (U, CO 1, CO 2)
 10. What is nationalism? (U, CO 1, CO 2)
- (1 x 8 = 8)**

PART B

Answer any 6 questions

Weights: 2

11. Explain semiotics theory of Ferdinand De Saussure (E, CO 3, CO 4)
12. Explain Parliamentary Privilege Act 1956.Why was this act passed by parliament? (An, CO 2, CO 3)
13. The covid pandemic has shed light on the digital divide in India. Explain. (E, CO 2, CO 3)
14. Discuss the contributions of 2 female media persons in India. (An, CO 2, CO 3)
15. New technology permits TV news reporters to go live from any part of the globe at short notice.But these come with responsibilities and burdens on Journalists. Explain (E, CO 3, CO 4)
16. What does it mean to say that ISA's are relatively autonomous ? (E, CO 3)

17. How are press laws different from press ethics?. Discuss with example (An, CO 2, CO 3)
18. What is an interview? Explain the features of TV interview (E, CO 2, CO 3)
(2 x 6 = 12)

PART C
Answer any 2 questions

Weights: 5

19. Does trial by media justify the means to an end of a controversial issue. Discuss with examples (An, CO 1, CO 3, CO 4)
20. Baudrillard says that the real no longer exists. Do you agree? What are the implications for philosophy, for art, for technology if Baudrillard is right? (E, CO 3, CO 4)
21. Explain the cinematograph Act. Do you think it requires an amendment? Elucidate (E, CO 2, CO 4)
22. Describe the major characteristics of mass communication (An, CO 3, CO 4)
(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Learn and acquaint with the basic aspects of Media and communication and investigate the fundamentals used in media education	U	1, 2, 3, 5, 6, 7, 8, 9, 10, 19	14
CO 2	Know the social, ethical issues and contemporary challenges in the field of media	U	1, 2, 3, 4, 5, 7, 8, 9, 10, 12, 13, 14, 17, 18, 21	24
CO 3	Demonstrate various approaches, methodology and perspectives to the study of media	E	6, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22	32
CO 4	Inculcate media consciousness, media literacy and digital/ technological know-how	An	11, 15, 19, 20, 21, 22	24

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;