

Reg. No

Name

24U673

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 6 - SOCIOLOGY

COURSE : 19U6CRSOC15 - MEDIA AND SOCIETY

(For Regular 2021 Admission and Supplementary 2020/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Write notes on any 10 (3 marks each)

1. Media Hegemony
2. Public opinion
3. New Communication Technology
4. Media literacy
5. Conspicuous consumption
6. Media audience
7. Ideological State Apparatus
8. Legacy media
9. Digital divide
10. Subjectivity
11. Digital literacy
12. Surveillance
13. Textual Analysis
14. Doordarshan
15. Manufacturing Consent

(3 x 10 = 30)

PART B

Answer any 5 (5 marks each)

16. Substantiate how media facilitates hegemony.
17. What is textual analysis?
18. How does social media influence or change the nature of social interactions?
19. Examine the media policies adopted by Government of India through the years.
20. Does commodification of media kill creativity? Explain.
21. Can media be truly unbiased and objective? Discuss.
22. Are social media inclusive spaces? Comment.

(5 x 5 = 25)

PART C

Answer any 2 (10 marks each)

23. Comment on the laws which regulate media and how it impacts press freedom.
24. How has the rise of new media impacted the traditional media?
25. What are the strategies to be adopted to reduce the digital divide in the future generations?
26. Discuss the approaches to the study of Media.

(10 x 2 = 20)