

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024**SEMESTER 2 - SOCIOLOGY****COURSE : 21P2SOCT07 - SOCIOLOGY OF COMMUNICATION AND MEDIA***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

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| 1. | Who is called a whistle blower? | (U, CO 2) |
| 2. | What is public sphere? | (U, CO 1, CO 2) |
| 3. | What is functionalism? | (U, CO 1, CO 2) |
| 4. | What is digital divide? | (U, CO 1, CO 2) |
| 5. | Define video piracy. | (U, CO 1, CO 2) |
| 6. | Who are organic intellectuals? | (U, CO 1, CO 2) |
| 7. | Who is an RJ? | (U, CO 2) |
| 8. | Define knowledge economy. | (U, CO 2) |
| 9. | Explain what is Jingles. | (U, CO 1, CO 2) |
| 10. | Explain cyber space. | (U, CO 1, CO 2) |
| | | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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| 11. | Medium is the message. Elucidate. | (E, CO 3) |
| 12. | 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) |
| 13. | Live coverage has made news a 24 hr business. Discuss the elements of news media in the context of globalised world. | (An, CO 2, CO 3) |
| 14. | Sports , media and business go hand in hand . Elaborate with examples. | (Cr, CO 4) |
| 15. | Would you make a case "for" or "against" governmental control of free speech on social media ? Substantiate your response . | (E, CO 2, CO 3) |
| 16. | Enumerate the contribution of Indian media in spreading the message of socio economic development in post independent India. | (E, CO 2, CO 4) |
| 17. | Are women objectified in media ? Substantiate your argument . | (E, CO 2, CO 3) |
| 18. | Explain the concept of culture industry by Adorno. | (An, CO 3, CO 4) |
| | | (2 x 6 = 12) |

PART C
Answer any 2 questions

Weights: 5

19. Media one news , a kerala based news and current affairs TV channel suddenly and abruptly had its uplinking and downlinking license revoked by I&B ministry citing unspecified national security concerns raised by MHA. Explain your view point on this in the context of Freedom of press and expression. (An, CO 2, CO 3, CO 4)
20. Does trial by media justify the means to an end of a controversial issue. Discuss with examples. (An, CO 1, CO 3, CO 4)
21. Was rational debate an ideal that Habermas used for contrast with present condition or was it a reality? Has it declined? If so , why? (An, CO 3, CO 4)
22. Trace the genesis of IT in India. (E, CO 3)
(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	2, 3, 4, 5, 6, 9, 10, 20	12
CO 2	Know the social, ethical issues and contemporary challenges in the field of media	U	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 15, 16, 17, 19	23
CO 3	Demonstrate various approaches, methodology and perspectives to the study of media	E	11, 12, 13, 15, 17, 18, 19, 20, 21, 22	32
CO 4	Inculcate media consciousness, media literacy and digital/ technological know-how	An	12, 14, 16, 18, 19, 20, 21	23

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