

**M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2025****SEMESTER 2 : SOCIOLOGY****COURSE : 24P2SOCT07 : SOCIOLOGY OF COMMUNICATION AND MEDIA***(For Regular 2024 Admission and Improvement/Supplementary 2023/2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

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

1. Define stand-up comedy. (U, CO 2)
2. What is nationalism? (U, CO 1, CO 2)
3. What is Akashvaani? (R, CO 1, CO 2)
4. What is environmental journalism? (An, CO 1, CO 2)
5. What is functionalism? (U, CO 1, CO 2)
6. What do you mean by invention? (U, CO 1, CO 2)
7. Define ICT. (U, CO 1, CO 2)
8. Define media advocacy. (An, CO 1, CO 2)
9. What is a signified? (U, CO 1, CO 2)
10. What do you understand by the term PR work? (U, CO 2)  
**(1 x 8 = 8)**

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

11. Explain the recent developments in information and communication technology in India. (E, CO 2, CO 3)
12. Sports , media and business go hand in hand . Elaborate with examples. (Cr, CO 4)
13. What is an interview? Explain the features of TV interview. (E, CO 2, CO 3)
14. Do you agree with Habermas that mass media has fashioned a public sphere that is merely an appearance? Discuss. (U)
15. What is paid news ? Discuss its effect on the democratic elections. (An, CO 2, CO 3)
16. "Medium is the message." Elucidate. (E, CO 3)
17. How has media supported citizen's rights in the country? Explain. (E, CO 2, CO 3)
18. What is the role of media in women's fight for equality ? Explain. (An, CO 2, CO 3)  
**(2 x 6 = 12)**

**PART C**  
**Answer any 2 questions**

**Weights: 5**

19. Trace the genesis of broadcasting media in India. (An, CO 3, CO 4)
  20. Analyse the recommendations of the two Press Commissions in India. (An, CO 3, CO 4)
  21. Give an account of the nexus between social media and the post-truth era. (E, CO 3, CO 4)
  22. 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)
- (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, 7, 8, 9	8
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, 11, 13, 15, 17, 18	20
CO 3	Demonstrate various approaches, methodology and perspectives to the study of media	E	11, 13, 15, 16, 17, 18, 19, 20, 21, 22	32
CO 4	Inculcate media consciousness, media literacy and digital/ technological know-how	An	12, 19, 20, 21, 22	22

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