

Reg. No

Name

26U679

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2026

SEMESTER 6 : SOCIOLOGY

COURSE : 19U6CRSOC15 : MEDIA AND SOCIETY

(For Regular 2023 Admission and Supplementary 2022/ 2021/2020/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Write notes on any 10 (3 marks each)

1. Ideological State Apparatus.
2. Vlog.
3. Inequality.
4. Information and Communication Technology.
5. Functionalism.
6. Hyper Reality.
7. Commodification of culture.
8. Contextual Analysis.
9. Media audience.
10. Doordarshan.
11. Discourse analysis.
12. Culture Industry.
13. Semiotics.
14. Subjectivity.
15. Press council of India.

(3 x 10 = 30)

PART B

Answer any 5 (5 marks each)

16. Write on Habermas perspective on Media and its functions.
17. How has media contributed in making the world a global village?
18. What are the major safety concerns with regard to social media?
19. What are the main objective of Media according to Gratification Theory?
20. Is media powerful enough to manufacture consent and shape public perception? Elucidate.
21. The digital divide fosters new forms of inequality in the society. Examine the statement.
22. Explain textual analysis.

(5 x 5 = 25)

PART C

Answer any 2 (10 marks each)

23. Highlight the role played by the media in transmission of culture.
24. Has new media been able to overcome the challenges faced by traditional media?
25. Does media help in reinforcing the ideologies of the dominant class?
26. Discuss the impact of Media on the social life of individuals.

(10 x 2 = 20)