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G – 5185

Reg. No. :

Name :

Fourth Semester M.A. Degree Examination, September 2019

Sociology

SO 244A – SOCIOLOGY OF MASS MEDIA AND COMMUNICATION

(2013 Admission Onwards)

Time : 3 Hours

Maximum Marks : 75

PART A

Define each the following concepts in not more than **50** words.

Each question carries **2** marks

1. Folk media
2. Visual media
3. Propaganda
4. Cyber media
5. Consumerism
6. Hyper reality
7. Hegemony
8. Cyber bullying
9. Face book
10. Media activism

(10 × 2 = 20 Marks)

P.T.O.



PART – B

Answer any **five** questions in not more than **250** words each

11. Examine the impact of mass media on youth and children.
12. Differentiate between time biased and space biased media.
13. Analyse the impact of media in developing countries.
14. Explain the differences between social networks and virtual communities
15. Define sociology of media and what are its basic roles?
16. Distinguish between multi media and audio visual media.
17. Discuss the role of media in the development of contemporary India.
18. Write on culture and public space.

(5 × 5 = 25 Marks)

PART – C

Answer **any two** questions in not more than **1200 words** each

19. Assess the merits and demerits of Digital divide.
20. Critically analyse the impact of mass media on the Indian society.
21. Explain the John Thomson's theory on media and modern society.
22. Analyze the changes that brought by the privatization of visual media.

(2 × 15 = 30 Marks)

