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A – 4749

Reg. No. :

Name :

Fourth Semester M.A. Degree Examination, July 2016

Branch : Sociology

**SO – 244A : SOCIOLOGY OF MASS MEDIA AND COMMUNICATION
(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions in **not** more than **50** words. **Each** question carries **2** marks.

(10×2=20 Marks)

1. Mass media.
2. Non-verbal communication.
3. Consumerism.
4. Cyber Media.
5. Democracy.
6. Globalisation.
7. Visual media.
8. Public opinion.
9. Folklore.
10. Global village.

PART – B

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

(5×5=25 Marks)

11. Explain the importance of visual media in society.
12. Explain the characteristics of mass media.

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13. 'Food preferences and fashion are deeply influenced by media'. Discuss.
14. Explain the theory of hyper reality by Jean Baudrillard.
15. Discuss the functions of cyber media.
16. 'Privatisation of visual media brings rapid change in society'. Explain.
17. Discuss the importance of virtual communication in modern society.
18. Explain media violence against women.

PART - C

Answer **any two** questions in **not more than 1200 words each**. (2×15=30 Marks)

19. Discuss the theories of culture industry by Adorno.
20. 'Our democracy's future depends on the value of media'. Discuss.
21. Explain the importance of traditional media in our society.
22. 'Media project the values and interest of middle class' critically examine.