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C - 4527

Reg. No. : .....

Name : .....

**Fourth Semester M.A. Degree Examination, July 2017**

**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. Social network.
2. Corporate media.
3. Freedom of press.
4. Media violence.
5. Folklore.
6. Advertisement.
7. Propaganda.
8. Global village.
9. Kinesics.
10. Hot media.

**PART - B**

Answer **any five** questions in **not** more than **250** words. (5×5=25 Marks)

11. Explain various types of communication.
12. Explain the theory of media and society by John Thompson.
13. Women's portrayal through television does not uplift her status. Explain.

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14. Media is acting as a catalyst to consumerism. Explain.
15. Explain the process of globalisation of news.
16. Explain the functions of mass media.
17. Explain the influence of social network on young generation.
18. Explain the theory of culture industry.

PART - C

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

19. Explain the process of cultural imperialism through media.
20. Democracy and media are interrelated – critically examine.
21. 'Privatisation of media brings rapid changes in Indian society'. Explain.
22. Explain the nature and characteristics of mass media.