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E – 3818

Reg. No. : .....

Name : .....

**Fourth Semester M.A. Degree Examination, July 2018**  
**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**. **Each** question carries **2** marks. **(10×2=20 Marks)**

1. Social networking.
2. Visual media.
3. Traditional media.
4. Television.
5. Global village.
6. Facebook.
7. Virtual community.
8. Mass audience.
9. Public opinion.
10. Consumerism.

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PART – B

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

11. Does 'India face cultural imperialism via media' ?
12. Explain hyperreality and comment if hyperreality has aggravated consumerism.
13. What is mass media and mention its characteristics ?
14. 'Media has amplified violence' – critically comment.
15. Write a note on positive aspects of media influence on public opinion.
16. Comment 'if media has attributed changes in lifestyle especially fashion'.
17. Mention the impact of globalization on media.
18. What is 'media bias' ? Is it a myth or reality ?

PART – C

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

19. What is media ? Write on how it acts as a public watch dog.
  20. Define audience and write on the positive impact on diversified audience.
  21. Write in detailed on the concept of 'cultural industry' by Adorno's and 'the media and modern society' by John Thompson.
  22. Illuminate on the changing value system of younger generation as an impact of media.
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