



Reg. No. :

Name :

Fourth Semester M.A. Degree Examination, August 2015
Branch : SOCIOLOGY
SO 244 A : Sociology of Mass Media and Communication
(2013 Admission)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions in **not more than 50** words. **Each** question carries **2** marks. **(10x2=20 Marks)**

1. Communication process
2. Encoding
3. Cinema
4. Democracy
5. Interpersonal communication
6. Corporate Media
7. Consumerism
8. Social network
9. Public opinion
10. Globalization.

PART – B

Answer **any five** questions in **not more than 250** words. **(5x5=25 Marks)**

11. Explain the characteristics and functions of mass media.
12. Explain the theory of hyper reality by Jean Baudrillard.



13. How the modern social network influences values of youth ?
14. Media as a public watch dog. Explain.
15. Explain media violence.
16. Discuss the role of corporate media.
17. Write John Thompson's theory of media and modern society.
18. Explain the concept Cyber media.

PART – C

Answer **any two** questions in **not more than 1200 words each**. (2x15=30 Marks)

19. Explain the process of cultural imperialism through media.
 20. Explain the importance of traditional media in Indian Society.
 21. Democracy and media are interrelated – Examine.
 22. Social network and virtual communities brings social solidarity – Critically examine.
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