

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.A. DEGREE EXAMINATION – SOCIOLOGY

THIRD SEMESTER – APRIL 2023

PSO 3301 – MEDIA AND SOCIETY

Date: 09-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

(10 x 2 = 20 Marks)

Q. No Answer ALL questions in 50 words each.

- 1 What is Dominant reading?
- 2 Define mass media
- 3 Define the Public sphere.
- 4 Write a short note on Print media
- 5 Differentiate Active and Passive audiences.
- 6 Write a short note on Oppositional reading.
- 7 Write a short note on Blumer and Katz UGT.
- 8 What are the five filters of mass media as propounded by Chomsky?
- 9 What do you understand by the term Media Imperialism?
- 10 What is Alternate media?

PART – B

(5 x 8 = 40 Marks)

Answer any FIVE questions in 300 words each

- 11 Explain the characteristics of mass media.
- 12 Explain the impact of media on society
- 13 The advent of print technology caused a shift from time-binding culture to space-binding culture – Elucidate.
- 14 Discuss how social media enables non-profit individuals to initiate social change.
- 15 Critically examine Gramsci's Ideological state apparatus.
- 16 Does social media make us less social? Discuss in detail
- 17 Briefly discuss Stuart Hall's theory of representation

PART – C

(2 x 20 = 40 Marks)

Answer any TWO questions in 1200 words each

- 18 Deliberate in detail the Ecological perspective of media.
- 19 Trace the historical roots of the public sphere and briefly explain the five constitutive elements of a functioning democratic public sphere.
- 20 Compare and contrast the interrelationship between media and culture
- 21 Drawing from Adorno's theory on the culture industry, critically analyse how media robs people of their imagination and enables mass deception.
