

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.A. DEGREE EXAMINATION – SOCIOLOGY

THIRD SEMESTER – NOVEMBER 2016

SO 3954 – MEDIA AND SOCIETY

Date: 11-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer the following in about 30 words each:

(10 x 2 = 20 Marks)

1. Define mass media.
2. What is dissemination?
3. What is public sphere?
4. What is meant by false consciousness?
5. What is media imperialism?
6. Mention any two impact of media on society.
7. Who is a media entrepreneur?
8. What is subjectivity?
9. What are digital technologies?
10. Give examples of alternate media.

PART - B

Answer any FIVE questions in about 300 words each:

(5x 8 = 40 Marks)

11. Explain the inter relationship between media and society.
12. Hyper reality- Explain
13. Elucidate the cultural approach to the study of media.
14. Write a brief note on globalization of media.
15. What are the impact of new media on society?
16. Explain audience theory.
17. Is media a tool for social change? Explain.

PART – C

Answer any TWO questions in about 1,200 words each:

(2 x 20 = 40 Marks)

18. Define media. Explain the characteristics and types of mass media.
19. Examine the theoretical foundations and empirical findings of media
20. In what ways are new media audiences different from mass media audience? Discuss.
21. Discuss the different feminist perspectives on the influence of gender on viewing.
