LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – **SOCIOLOGY**

THIRD SEMESTER – **NOVEMBER 2019**

18PSO3ID01 – MEDIA AND SOCIETY

Date: 08-11-2019   Dept. No.   Max. : 100 Marks

Time: 09:00-12:00

Part – A

Answer ALL the following in about 30 words each: **(10 x 2 = 20 Marks)**

1. What is special about September 2016 in Indian communication era?

2. What is Media Convergence?

3. When was the first permanent photograph registered? Who is that photographer?

4. Give the name and year of the first talking movie in Tamil.

5. Name any two movies that propagated the ideas of Dravidian movement.

6. Write about BARC.

7. What are the uses of TRP?

8. List out any two significant qualities of New Media.

9. What is digital technology?

10. Give four examples of alternative media.

Part – B

Answer any FIVE questions in about 300 words each: **(5 x 8 = 40 Marks)**

11. Discuss the role of radio in the Indian society.

12. Explain the impact of mass media in India's freedom struggle.

13. What is Big Data? What are the benefits of big data analytics?

14. What is expected of 5G technology? Deliberate how machine learning and artificial intelligence are altering the lifestyle.

15. Explain the types of alternative media.

16. Critically explain the underrepresentation of women in advertisements.

17. What is a new media? Bring out the significance of new media in the contemporary society.

Part – C

Answer any TWO questions in about 1200 words each: **(2 x 20 = 20 Marks)**

18. Elaborate the significance and forms of media.

19. Describe how news is gathered, processed, and presented in a news television channel.

20. What attracted foreign investments in Indian media? Discuss the consequences.

21. Discuss the role of media on cultural change.

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