LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – **NOVEMBER 2023**

PSO 3301 – MEDIA AND SOCIETY

Date: 09-11-2023 Dept. No. Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

	PART – A	**(10x 2 = 20 Marks)**
Q. No	**Answer ALL questions (in about 30 words)**	
1	What is Mass Media?	
2	What is culture industry? Give examples.	
3	Recall Global Village.	
4	Mention any two relationships between media and culture.	
5	Write a short note on print media.	
6	Expand CSR.	
7	What is meant by social change.	
8	What is Mass communication?	
9	What do you understand by culture?	
10	Define Globalization.	
	PART – B	**(5 x 8 = 40 Marks)**
	Answer any FIVE questions (in about 300 words)	
11	Summarize Baudrillard's theory of Hyperreality.	
12	Illustrate the characteristics of Mass Media.	
13	Explain Jürgen Habermas's notion on Public Sphere.	
14	Discuss in detail on how audience use media texts to gratify their need.	
15	Describe the advantages of new media.	
16	Explain Stuart Hall's Reception theory.	
17	Write a note on Social media.	
	PART – C	**(2 x 20 = 40 Marks)**
	Answer any TWO question (in about 1200 words)	
18	Elaborate on types of Mass Media.	
19	Critically analyze Marshall McLuhan's Global village.	
20	Deliberate in detail the ecological perspective of media.	
21	What do you mean by Alternate media? Discuss in detail the global initiatives in alternate media.	

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