



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

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

**THIRD SEMESTER – NOVEMBER 2023**

**PSO3ME01 – MEDIA AND SOCIETY**

Date: 14-11-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**SECTION A – K1 (CO1)**

**Answer ALL the questions**

**(5 x 1 = 5)**

1. **Answer the following**

- a) What is Mass Media?
- b) Mention any two Marxian ideas of Media.
- c) Write a short note on Global media.
- d) What is meant by Tokenism?
- e) What is new media? Give examples.

**SECTION A – K2 (CO1)**

**Answer ALL the questions**

**(5 x 1 = 5)**

2. **Fill in the blanks**

- a) -----also refers to dominant reading.
- b) ----- is a post-structuralism concept that refers to the process of the evolution of notions of reality.
- c) -----is also called as pop culture.
- d) ----- is the process of turning thoughts into **communication**.
- e) A Contribution to the Critique of Political Economy (1859) is a book published by-----  
-----.

**SECTION B – K3 (CO2)**

**Answer any THREE of the following in 300 words**

**(3 x 10 = 30)**

- 3. Explain the characteristics of Mass media.
- 4. Briefly Explain Stuart Hall's Reception theory.
- 5. Enumerate on the role of media towards social responsibility.
- 6. Elaborate on the interrelationship between Media and Society.
- 7. Write a short note on "Popular Culture".

**SECTION C – K4 (CO3)**

**Answer any TWO of the following in 500 words**

**(2 x 12.5 = 25)**

- 8. Delineate the interplay of politics in the media industry.
- 9. Enumerate the impact of media on society.
- 10. Write a short note on Convergence culture.
- 11. Summarize Baudrillard theory of Hyperreality.

**SECTION D – K5 (CO4)**

**Answer any ONE of the following in 750 words (1 x 15 = 15)**

12. Compare and contrast the interrelationship between media and culture.

13. Critically evaluate the role of cinema in shaping the public imagination in Tamil Nadu.

**SECTION E – K6 (CO5)**

**Answer any ONE of the following in 1000 words (1 x 20 = 20)**

14. Explain in detail the types of communication.

15. Critically analyse the rise of media in global age.

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