

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



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

**THIRD SEMESTER – APRIL 2022**

**PSO 3301 – MEDIA AND SOCIETY**

Date: 21-06-2022

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 30 words each.**

- 1 Mention any two characteristics of mass media.
- 2 Write a short note on identity.
- 3 "Social media facilitates social change". Give an example.
- 4 What do you understand by the term globalisation?
- 5 What is dominant reading?
- 6 Write a short note on hegemony.
- 7 Why is media evaluated as consciousness industry?
- 8 What is the idea behind Adorno's culture industry: enlightenment as mass deception?
- 9 Write a short note on Stuart Hall's reception theory.
- 10 What do you understand by media imperialism?

**PART – B**

**(5 x 8 = 40 Marks)**

**Answer any FIVE questions in 300 words each**

- 11 Discuss briefly on "Global Village" propounded by Harold Innis and Marshall.
- 12 Briefly explain Baudrillard's theory of Hyper reality.
- 13 Describe "Medium is the message".
- 14 What do you understand by alternate media? Explain the different types of alternate media.
- 15 Reflect upon the framework of communication and speed and discuss how societal structure is being subjected to processes and change.
- 16 Does social media make us less Social? Discuss.
- 17 Compare and contrast the interrelationship between media and culture.

**PART – C**

**(2 x 20 = 40 Marks)**

**Answer any TWO questions in 1200 words each**

- 18 Critically evaluate the role of cinema in shaping the public imagination in Tamil Nadu.
- 19 Drawing from Adorno's theory on culture industry, critically analyse how media robs people of their imagination and enables mass deception.
- 20 Reflect upon the frameworks of communication and speed and discuss how societal structure is being subjected to processes and change
- 21 Critically evaluate the interplay of politics in media industry.

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