



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.A. DEGREE EXAMINATION – SOCIOLOGY

THIRD SEMESTER – NOVEMBER 2024

PSO3ME01 – MEDIA AND SOCIETY



Date: 19-11-2024

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 Fill in the blanks

- Castells notes that there is a rise of a _____ society.
- _____ proposed the idea of hyperreality.
- Herman and Chomsky advanced the _____ model of communication.
- The term “Audience commodity” was propounded by _____.
- _____ wrote the book “The Image trap : M G Ramachandran in Film and Politics”

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Match the following

- Information City - Christian Fuchs
- Culture Industry - Constantine Nakassis
- Convergence Culture - Manuel Castells
- Audience Labor - Theodor Adorno
- Mass Mediation - Henry Jenkins

SECTION B – K3 (CO2)

Answer any THREE of the following in 100 words each.

(3 x 10 = 30)

- Identify the importance of media.
- Demonstrate the working of culture industry with examples.
- Articulate your understanding of convergence culture.
- Sketch out the status of media democracy in India.
- Illustrate the role that films play in mediating societal actions.

SECTION C – K4 (CO3)

Answer any TWO of the following in 600 words each.

(2 x 12.5 = 25)

- Analyse the role of media in the construction of social reality.
- Inspect how technology plays a role in disguising reality using the concept of hyperreality.
- Critically analyse the role of media towards social responsibility.

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1 1	Examine the interplay between cinema and society.

SECTION D – K5 (CO4)

	Answer any ONE of the following in 800 words (1 x 15 = 15)
1 2	‘There is a rise in Participatory Culture’ – Justify and elaborate using Jenkins.
1 3	Critically evaluate the Marxian idea of media with suitable examples.

SECTION E – K6 (CO5)

	Answer any ONE of the following in 1000 words (1 x 20 = 20)
1 4	Formulate your understanding of the interplay between Caste, Politics and Media.
1 5	Discuss Benjamin’s essay titled “The Work of Art in the Age of Mechanical Reproduction”. Situate and examine the relevance of his ideas to the digital age we live in.
