



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.A. DEGREE EXAMINATION – SOCIOLOGY

THIRD SEMESTER – APRIL 2025

PSO3ME01 – MEDIA AND SOCIETY



Date: 03-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions (5 x 1 = 5)

1 Fill in the blanks

- _____ is the chain that connects the senders and receivers.
- One of Hall's seminal works is “_____ and _____ in the Television Discourse”.
- In _____ culture old and new media collide.
- _____ democracy gives people the right to participate in media.
- _____ storytelling is the spread of story/content across multiple mediums.

SECTION A – K2 (CO1)

Answer ALL the questions (5 x 1 = 5)

2 Match the following

- Network Society - Jean Baudrillard
- Hyperreality - Dallas Smythe
- Manufacturing consent - MSS Pandian
- Audience Commodity - Manuel Castells
- The Image trap - Noam Chomsky

SECTION B – K3 (CO2)

Answer any THREE of the following in 400 words each. (3 x 10 = 30)

- Identify the types of communication and the role of mass media in communication.
- Interpret Hall's proposed model of communication.
- Demonstrate your understanding of 'Manufacturing Consent'.
- Sketch out the role of media in change and development.
- Illustrate the importance of media representation.

SECTION C – K4 (CO3)

Answer any TWO of the following in 600 words each. (2 x 12.5 = 25)

- Throw light on the spatio-temporal dimension of society. Examine its dynamics in regard to media.
- Demonstrate your understanding of culture industry with suitable examples.
- Examine internet activism and inspect the role of social media in mobilizations.
- Discuss the correlation between cinema and society in the Indian context.

SECTION D – K5 (CO4)

Answer any ONE of the following in 800 words (1 x 15 = 15)

- There is a convergence of old and new media today – Justify this statement with examples.
- Delineate the evolution of mass media and evaluate its types, features and significance.

SECTION E – K6 (CO5)

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

- Formulate your understanding of the Marxian idea of media with suitable examples.
- Critically evaluate the role that media, especially films play in the construction of social reality.
