

QP CODE

H2095

Enrollment Number:

Name:

M.A DEGREE EXAMINATIONS, MARCH 2026

Third Semester

M.A Sociology

M21SO01DE – Media and Society

(2024 July admissions)

Time: 3 Hours

Max Marks: 70

Section A

Answer any ten of the following questions in a word or sentence each. Each question carries 1 mark.

1. What is the main function of Print Media?
2. Who introduced the concept of Time Bias in communication?
3. Name one example of Intrapersonal Communication.
4. Who introduced the term Simulacra?
5. What does the concept of Trolls refer to in the context of social media?
6. What do you mean by new media?
7. What is Hyper Reality?
8. The concept global village is associated with whom?
9. What is known as symbolic distancing?
10. Name the critical theory school associated with the concept of the Culture Industry.
11. What is cultural Hegemony?
12. Define digital divide.
13. The concept 'panopticon' is associated with whom?
14. What do you mean by alternative media?
15. Give an example of cultural policing.

(1X10=10)

Section B

Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.

16. Write any two social regulations of media.
17. Explain electronic media and digital media.
18. Explain the sociological relevance of Harold Innis's concept of Monopolies of knowledge.
19. Identify the types of communication.
20. Briefly explain the concept of media materialism.
21. Briefly explain the issue of media ownership and structure in India.

22. Define social networking sites.
23. How does media promote consumerism in society?
24. How does the media affect the process of elections?
25. What is new media?

(2X5=10)

Section C

Answer any five of the following questions in a paragraph each. Each question carries 4 marks.

26. Write a short note on media and entertainment.
27. Examine how mass media is related to globalization?
28. Discuss the main functions of Media in modern society.
29. Differentiate between new media and traditional media.
30. Discuss the social issues related to media regulations?
31. Explain the sociological scope of mass communication.
32. How does cultural policing is done through the media?
33. Analyze the key arguments of the Frankfurt School on culture industry.

(4X5=20)

Section D

Answer any three of the following questions in two pages each. Each question carries 10 marks.

34. What are the social implications of surveillance in India?
35. Critically analyze Marshall McLuhan's "medium is the message" and its role in understanding how media technologies shape our perception of reality.
36. Discuss the sociological implications of the increasing Surveillance in social media. Explain how this affects the privacy of users.
37. Evaluate Jean Baudrillard's contributions to media studies.
38. Critically analyze the portrayal and objectification of women in Indian media.
39. Critically analyze the functions and types of communication in contemporary society.

(10X3=30)