



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A. DEGREE EXAMINATION – SOCIOLOGY

THIRD SEMESTER – NOVEMBER 2017

16PSO3ID01 - MEDIA AND SOCIETY

Date: 13-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER THE FOLLOWING IN ABOUT 30 WORDS EACH

10 X 2 =20

1. Define mass media.
2. Bring out the relationship between media and society.
3. How does McLuhan define global village?
4. What do you mean by simulacra?
5. What is called as dominant ideology?
6. Define media imperialism.
7. Write a short note on target audience.
8. Define mediascape.
9. Write short note on any two folk art forms.
10. Define alternate media.

PART-B

Answer any five of the following in about 300 words each

5 X 8 =40

11. Describe the Characteristics of mass media.
12. Write a brief note on JohnThompson's concept of media and modern society .
13. Discuss 'media as a conscious industry'.
14. Contrast the dominant ideology with subordinate ideology with suitable examples.
15. Elucidate the role of media in globalization and imperialism.
16. Examine the characteristics of posters and hoardings.
17. Discuss the importance of reach in advertising.

PART-C

Answer any two of the following in about 1200 words each

2 x 20 =40

18. Analyse through a short story the measures to eradicate Dowry system.
19. Explain the various types of mass media.
20. Write an essay on the following theories of mass media propounded by Harold Innis and Marshall McLuhan
21. Explain the role of media on cultural change with appropriate recent incidents .

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