

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



**M.A.DEGREE EXAMINATION –SOCIOLOGY
THIRD SEMESTER – NOVEMBER 2018
16/17PSO3ID01– MEDIA AND SOCIETY**

Date: 03-11-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part – A

Answer ALL the questions in about 30 words each:

(10 x 2 = 20)

1. Define media.
2. Mention any two advantages of media.
3. Define global village.
4. Explain hypereality.
5. Give examples of alternate media.
6. Who is a media entrepreneur?
7. Define new media.
8. List out any two impact of media on society.
9. What is the relationship between media and globalization?
10. What is media diversity?

Part – B

Answer any FIVE questions of the following in about 300 words each:

(5 x 8 = 40)

11. Highlight the need for media in the contemporary society.
12. Explain the interrelationship between media and society.
13. Describe Jurgen Habermas' public sphere.
14. Critically analyse the portrayal of women in media.
15. Explain the features of new media.
16. Discuss audience theory.
17. Distinguish dominant and subordinate ideologies.

Part – C

Answer any TWO questions of the following in about 1200 words each:

(20 x 2 = 40)

18. Describe the characteristics and types of mass media.
19. Deliberate in detail McLuhan's theory of global village and its relevance to contemporary society.
20. Explain briefly the role of social media in inducing social change.
21. Discuss the changing form and effects of globalization on media.
