LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.A.DEGREE EXAMINATION – **SOCIOLOGY**

THIRD SEMESTER - NOVEMBER 2022

PSO 3301 – MEDIA AND SOCIETY

Date: 30-11-2022 Dept. No. Time: 09:00 AM - 12:00 NOON

PART – A

(10x 2 = 20 Marks)

Max.: 100 Marks

Q. No

Answer ALL questions in 50 words each.

- 1 Mention any two uses of social media.
- 2 What is encoding and decoding?
- 3 Define the Public sphere.
- 4 Define the audience.
- 5 List the two books authored by Marshall McLuhan tracing the history of media technology.
- 6 Write a short note on the 'Spiral of silence' theory
- 7 State the five actors in the public sphere.
- 8 What is Gramsci's conception of Hegemony?
- 9 How do you think cryptocurrencies backed by technology is different from existing monies?
- 10 "Social media facilitates social change". Give example

PART – B

(5 x 8 = 40 Marks)

Answer any FIVE questions in 300 words each

- 11 Discuss in detail on how audiences use media texts to gratify their need.
- 12 What is audience reception analysis? Elaborate on three major approaches to media reception.
- 13 The advent of print technology caused a shift from time-binding culture to space-binding culture Elucidate.
- 14 Audience consumes media products which support beliefs and ideas they already have. -Substantiate
- 15 Explicate how public opinion is a product of the public sphere, and a crucial concept in governance and political decision-making.
- 16 Briefly discuss how Identity is a crucial notion of debate in the globalized world.
- 17 Drawing from Adorno's theory on culture industry, critically analyse how media robs people of their imagination and enables mass deception.

PART – C

 $(2 \times 20 = 40 \text{ Marks})$

Answer any TWO questions in 1200 words each

- 18 Explain the types of media and its impact on youth.
- 19 Trace the historical roots of the public sphere and briefly explain the five constitutive elements of a functioning democratic public sphere.
- 20 Elaborate on the interrelationship between media and society.
- 21 Discuss in detail Stuart Hall's Audience Positioning Theory.

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