

QP Code: D 122958		Total Pages: 1	Name:
		Register No.	
<b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>			
<b>SOCIOLOGY</b>			
<b>SOC2MN104 Mass Media and Society</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>		<b>Maximum Marks :70</b>	
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)</b>			
1	Define mass media.		
2	List two primary functions of mass media.		
3	What is the significance of folk media?		
4	How do films contribute to the construction of global narratives?		
5	What is cyberspace?		
6	How does the internet contribute to the diffusion of global culture?		
7	What is Habermas' concept of public space?		
8	Define "the medium is the message".		
9	What is cultural materialism?		
10	Explain the concept of blogging.		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)</b>			
11	Discuss the characteristics of mass media.		
12	Describe the evolution of printing and publications.		
13	Discuss the role of radio in providing access to information in marginalized global communities.		
14	Explain the concept of "virtual communication" and its impact on cross-cultural interactions.		
15	Summarize Thompson's views on media and modern society.		
16	Explain Raymond Williams' concept of "hegemony" and its application to global media power.		
17	Explain the difference between "high culture" and "low culture."		
18	What are the challenges of media regulation in a democracy?		
<b>Section C</b>			
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>			
19	Analyze the impact of digital media on society, with a focus on its effects on developing societies and the diffusion of global culture.		
20	Compare and contrast the theories of Habermas and McLuhan, focusing on their perspectives on the relationship between media, culture, and society in a globalized context.		