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Q5(e)

Assess the role of mass media as an agent of social change

UPSC Civil Services Mains 2017 · Sociology GS 1 · 10 marks · Social Change in Modern Society

Social Change in Modern Society: Sociological theories of social change; Development and dependency; Agents of social change; Education and social change; Science, technology and social change.

Facts & figures for this PYQ only.

Numbers move. Confirm the latest Budget, Economic Survey or census round. This sheet is for revision, not a substitute for the model answer.

<https://wrapexams.com/upsc/mains-answers/sociology-gs-1/2017/assess-the-role-of-mass-media-as-an-agent-of-social-change/>

Anderson

Print capitalism and the imagined national community.

Agenda-setting

Media may not tell people what to think, but they strongly shape what is thought about.

Doordarshan

Earlier state broadcast monopoly in India, later broken by cable and private news.

Platforms

Phone-based media that speed both civic help and rumour.

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