

Total No. of Printed Pages—4

5 SEM TDC SOC M 4

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(November)

SOCIOLOGY

(Major)

Course : 504

(Sociology of Mass Communication)

Full Marks : 80

Pass Marks : 32/24

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Choose the correct answer from the following : 1×8=8
- (a) The word 'communication' is derived from the Latin word 'comunis', which means
- (i) to write
 - (ii) to speak
 - (iii) to share
 - (iv) None of the above

- (b) When does the communication process end?
- (i) When the message is sent
 - (ii) When the recipient receives the message
 - (iii) When the receiver has understood the message
 - (iv) When the receiver decodes the message
- (c) An acronym, 'kiss', which means keep it short and simple, is very important in
- (i) verbal communication
 - (ii) gestures
 - (iii) non-verbal communication
 - (iv) All of the above
- (d) Which of the theories focusses on freedom of speech and expression?
- (i) Liberatarian theory
 - (ii) Development media theory
 - (iii) Democratic participant theory
 - (iv) None of the above
- (e) SMCR is a well-known
- (i) communication theory
 - (ii) communication strategy
 - (iii) communication model
 - (iv) All of the above

- (f) In two-step flow theory, media influence passes from to opinion followers.
- (i) opinion leaders
 - (ii) powerful elites
 - (iii) opinion makers
 - (iv) None of the above
- (g) Which country invented printing press first?
- (i) Japan
 - (ii) China
 - (iii) USA
 - (iv) Germany
- (h) The meeting of professionals having a series of prepared lectures, followed by questions and answers, is called
- (i) seminar
 - (ii) workshop
 - (iii) symposium
 - (iv) None of the above

2. Answer any *four* of the following (**within 150 words** each) : 4×4=16

- (a) Write the differences between verbal and non-verbal communication.
- (b) Mention four important characteristics of mass communication.
- (c) Give a brief note on Shannon weaver model.

- (d) Write a brief note on authoritarian theory of mass communication.
- (e) Discuss in precise about mass media as an agent of socialization.
- (f) What is consumerism? Write in brief.

3. Answer any *four* questions of the following (within 500 words each) : 14×4=56

- (a) Define communication. Critically examine the need in present-day of study of communication in sociological discourse. 4+10=14
- (b) Write a critical note on sociological group of theories in the context of mass communication. 14
- (c) What is sociology of media effect? Discuss the media effect on Indian family system. 4+10=14
- (d) Write an essay on the role of media for social change in the context of Assamese society. 14
- (e) Write an essay on the impact of Internet and mobile phone on the younger generation in our society in the light of mass communication perspectives. 7+7=14
- (f) What is advertisement? Critically discuss the functions of advertising agencies. 4+10=14
- (g) Trace out the origin of broadcasting in India. 14
