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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 (Backlog) / 24 (2014 onwards)

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) Who is the author of the book,
Introduction to Communication Studies?

(i) John Fiske

(ii) P. N. Malhan

(iii) J. K. Kumar

(b) The *Dainik Janambhumi* was first published in

(i) 1935

(ii) 1947

(iii) 1972

(c) Full form of TRP is

(i) Television Ranking Point

(ii) Television Rating Point

(iii) Television Risky Point

(d) Who among the following is called the father of modern advertising?

(i) Thomas J. Barratt

(ii) Edward L. Bernays

(iii) Ivy Lee

(e) Which of the following is Barol's model of communication?

(i) SMCR
(Source-Message-Channel-Receiver)

(ii) SCRM
(Source-Channel-Receiver-Message)

(iii) MSRC
(Message-Source-Receiver-Channel)

(f) The word 'communication' comes from Latin word

(i) communism

(ii) communis

(iii) community

(g) 'Meditation' is an example of

(i) verbal communication

(ii) nonverbal communication

(iii) interpersonal communication

(h) Traditional media are more effective in the communication or promotion of new ideas because they are

(i) equipped with modern technology

(ii) flexible and familiar

(iii) inexpensive

2. Write short notes on any *four* of the following
(**within 150 words** each) : 4×4=16

(a) Characteristics of mass communication

(b) Authoritarian theory of communication

(c) Multistep flow theory of mass communication

(d) Importance of public relations in Indian society

(e) Mass media and consumerism

(f) One-way linear model of communication

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

(a) Define mass communication. Discuss the functions of mass communication in society. 4+10=14

(b) Critically discuss the sociological group theories of mass communication. 14

(c) What is media effect? Discuss the role of mass media effect on Indian family system. 4+10=14

(d) What is advertisement? Discuss the advertising agencies of Indian society. 4+10=14

(e) Discuss the role of mass media in the cultural context of development. 14

(f) Critically discuss the evolution of mass communication. 14
