

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

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 of the following termed mass media as 'magic multipliers'?

(i) Daniel Lerner

(ii) Wilbur Schramm

(iii) Michael Grambel

- (b) Body language refers to
- (i) verbal communication
 - (ii) non-verbal communication
 - (iii) Transpersonal communication
- (c) Personal influence theory of communication belongs to which of the following categories?
- (i) Normative group of theories
 - (ii) Sociological group of theories
 - (iii) Psychological group of theories
- (d) Cultivation theory of mass communication was developed by
- (i) George Gerbner
 - (ii) Denis McQuail
 - (iii) Paul and Hazarsfield
- (e) SITE refers to
- (i) State Institute of Teacher Education
 - (ii) System of Information Technology Education
 - (iii) Satellite Instructional Television Experiment

- (f) The first Indian newspaper started by James Hicky was
- (i) Bengal Gazette
 - (ii) Indian Gazette
 - (iii) Ananda Bazar Patrika
- (g) TRP refers to
- (i) Television and Radio Programs
 - (ii) Television Rating Point
 - (iii) Total Rate of Participation
- (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) Need for communication
- (b) Dependency theory of mass communication
- (c) Types of advertisement
- (d) Agenda setting
- (e) Media and consumerism

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

- (a) How is important the role of mass communication in Indian society? Illustrate your answer with reference to the use of mass media in present social context. 14
- (b) Critically examine the normative group of theories of mass communication. 14
- (c) What does media effect mean? Discuss the impact of mass media on Indian family. 4+10=14
- (d) What does public relations mean? Evaluate the importance of public relations to industry and the government. 4+10=14
- (e) Clarify the meaning of advertising. Discuss how advertising has evolved in India. 4+10=14
- (f) Examine the role of mass media in bringing about changes in Indian society. 14

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