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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

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) "Communication is a process which increases commonality, but also requires elements of commonality for it to occur at all." is the statement of

(i) Denis McQuail

(ii) Michael Grambel

(iii) Larry A. Samovar

- (b) The book, *Introduction to Communication Studies* was written by
- (i) Kumar, J. Keval
 - (ii) John Fiske
 - (iii) Malhan, P. N.
- (c) The first printing newspaper was published in
- (i) 1855
 - (ii) 1702
 - (iii) 1906
- (d) Which of the following is the correct model of Berlo Communication Process?
- (i) Source(S) → Message(M) →
Channel(C) → Receiver(R)
 - (ii) Channel(C) → Message(M) →
Source(S) → Receiver(R)
 - (iii) Message(M) → Source(S) →
Receiver(R) → Channel(C)
- (e) Which of the following is the correct chronological order of establishment of Broadcasting Services?
- (i) BBC, IBC, ISBS, AIR
 - (ii) AIR, BBC, ISBS, IBC
 - (iii) BBC, ISBS, AIR, IBC

(f) Which is the first Assamese newspaper published in Assam?

(i) Asom Bilashini

(ii) Arunodai

(iii) Assam News

(g) 'Meditation' is one kind of

(i) Intra-personal Communication

(ii) Verbal Communication

(iii) Inter-personal Communication

(h) "The information goes through media to opinion leader and then to the public through vertical line." is the principle of the

(i) personal influence theory

(ii) two-step flow of information theory

(iii) multi-step flow of information theory

2. Write notes on any *four* in precise from the following (within 150 words each) : $4 \times 4 = 16$

(a) Characteristics of Mass Communication

(b) Mass Media and Social Change

(c) Mass Communication and Education

(d) Psychological Theories of Mass Communication

(e) Essential Qualities for a Journalist

3. Answer any *four* questions of the following (within 500 words each) :

- (a) Define Mass Communication. Discuss the types and functions of Mass Communication. 3+3+8=14
- (b) Critically discuss the sociological group theories of Mass Communication. 14
- (c) What is the Lasswell model of effects of Mass Communication? Discuss the impact of Mass Media on Indian family system. 4+10=14
- (d) What is public relations? How can public relations help to solve any social problem in a particular society? Discuss. 4+10=14
- (e) What is advertisement? Discuss the functions of various advertising agencies in India. 4+10=14
- (f) How is Mass Media concerned with culture? Discuss. 14

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