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5 SEM. TDC SOC M 4

2 0 1 9

(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) SITE refers to

- (i) State Institute of Teacher Education
- (ii) System of Information Technology Education
- (iii) Satellite Instrumental Television Experiment

- (b) The word 'journalism' comes from Latin word 'dium' means
- (i) daily
 - (ii) several things
 - (iii) information
- (c) SMCR model is the communication model of
- (i) Shannon and Weaver
 - (ii) Barlo
 - (iii) Harold Lasswell
- (d) The first monthly published newspaper of Assam was
- (i) Asam Bilasini
 - (ii) Arunodoi
 - (iii) Assam News
- (e) The full form of e-mail is
- (i) emergency mail
 - (ii) electronic mail
 - (iii) electrical mail

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

(i) communism

(ii) communis

(iii) community

(iv) None of the above

(g) Cultivation theory of mass communication was developed by

(i) Paul and Hazarsfield

(ii) Harold Lasswell

(iii) George Gerbner

(h) TRP refers to

(i) Television and Radio Programme

(ii) Television Rating Point

(iii) Total Rate of Participation

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

(a) Function of Mass Communication

(b) Libertarian Theory of Mass Communication

(c) Importance of Public Relation in India

(d) Mass Media and Consumerism

(e) Journalism

(f) Media Effect

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

(a) Define Communication. Discuss the elements of communication. 4+10=14

(b) Critically discuss on the evolution of Mass Communication. 14

(c) Write a critical note on normative theories in the context of Mass Communication. 14

(d) Write an essay on 'mass communication' with reference to 'education' and 'family'. 7+7=14

(e) Discuss the role of Mass Media in the cultural context of development. 14

(f) What is Advertisement? Discuss its role in our society. 4+10=14
