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5 SEM TDC SOC M 4

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(March)

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) "Communication is a process which increases communality but also requires elements of commonality for it to occur at all." Whose statement is this?

- (i) Denis McQuail
- (ii) Michael Gambrel
- (iii) Larry A. Samovar
- (iv) Richard E. Porter

- (b) Who is considered as the inventor of radio in India?
- (i) Marconi
 - (ii) Sir Jagadish Ch. Bose
 - (iii) Graham Bell
 - (iv) A. B. DuMont
- (c) Who was the first 'newsreader' in Indian Television?
- (i) Pratima Pandey
 - (ii) Pratap Bordoloi
 - (iii) Pratima Puri
 - (iv) Arun Sharma
- (d) Which of the following is considered as 'the fourth estate watchdog'?
- (i) The Radio
 - (ii) The Television
 - (iii) The Proprietor of the Newspaper
 - (iv) Newspaper
- (e) The 'first generation computer' was started in
- (i) 1940
 - (ii) 1980
 - (iii) 1995
 - (iv) 2005

(f) The 'twin tower bomb blast' was occurred in New York on

(i) 2001, 10th September

(ii) 2001, 11th September

(iii) 2010, 10th September

(iv) 2011, 11th September

(g) Who can be considered as the father of Modern Advertising?

(i) N. W. Ayer

(ii) Volney B. Palmer

(iii) Thomas J. Barratt

(iv) Charles-Louis Havas

(h) Who propounded the cultivation theory of mass communication?

(i) Michael Moore

(ii) Paul and Hazarsfield

(iii) Denis McQuail

(iv) George Gerbner

2. Write notes on any four of the following

(within 150 words each) : $4 \times 4 = 16$

(a) Types of communication

(b) Characteristics of mass communication

(c) Sociological significance of mass communication

- (d) Types of advertisement
- (e) Mass media and cultural development
- (f) Moser's approach to gender and development
- (g) Shannon and Weaver's model of communication

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

- (a) Define mass communication. Discuss the functions of mass communication. $4 + 10 = 14$
- (b) What do you mean by journalism? Enumerate the qualities that have to be acquired by a journalist from your own perspectives. $2 + 12 = 14$
- (c) Critically discuss any two theories of mass communication. $7 + 7 = 14$
- (d) Discuss the mass media effects and its uses as a mass communication process. 14
- (e) Discuss the role of mass communication in education. 14
- (f) What is advertisement? Write an essay on history of advertisement. $4 + 10 = 14$
- (g) Discuss the role of mass media in social change. 14

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