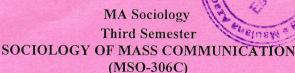
REV-00 MSO/22/27



Duration: 3Hrs.

Full Marks: 70

2016/12

Part-A (Objective) =20 Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Instruction: Question no 1 is compulsory. Attempt any FOUR questions from question no 2 to 8.

- Discuss the concept of Mass Communication. Give a detailed analysis of the scope and functions of mass media in today's world.
- 2. Critically discuss the role of mass media in reinforcing identity consciousness.

10

3. Give a comparative analysis of Hypodermic Needle and Cultivation Theory.

5+5=10

- 4. 'Media plays numerous functions for the development of any country.'
   Compare and contrast the functions of media Watchdog, Opinion Forum,
   Educator, Entertainer and Value promoter.
- 5. Critically compare the scope of education over entertainment for the development in India. 5+5=10
- 6. Explain the impact of social media on today's youth.

10

- Critically describe the changing trends in respect of values, food preferences, fashion and entertainment especially among the youths due to the impact of mass media.
- 8. Elucidate with the help of suitable examples as to how popular culture has been reflected in films and festivals.

\*\*\*\*

## MA Sociology Third Semester SOCIOLOGY OF MASS COMMUNICATION (MSO-306C)

	Duration: 20 minutes Marks – 20 (PART A - Objective Type)
1	Choose the correct answer from the following: $1\times20=20$
	1. In a the society is not homogenous in nature and is smaller:
	a. Popular culture b. Folk culture c. Media culture d. None of the above
	2 were first published in countries like Germany, Italy and Netherlands in the 17 <sup>th</sup> century.
	a. Books b. Magazines c. Newspapers d. None of the above
	3. On September 15, 1959,
	a. Doordarshan b. Satellite c. Internet d. All the above
	4. Who among the following is the Father of Indian cinema?
	a. Mahatma Gandhi b. Dada Saheb Phalke c. Vidyasagar d. None
	5. Which of the following theories does not come under the Frankfurt School of thought in Sociology?
	a. Functionalist Theory b. Cultivation Theory
	c. Hypodermic Needle Theory d. None of the above
	6. The Cultivation Theory was originally composed by
	a. Mark b. Weber c. Gerbner d. Durkheim

7. Which of the following theory is also known as Magic Bullet Theory?

a. Hypodermic Needle Theory	b. Cultivation Theory
c. Critical Theory	d. Cultural Theory
8journalism inform especially in circumstances where a si response:	as the public about goings-on in institutions and society, gnificant portion of the public would demand changes in
a. Educator b. Entertainer	b. Gatekeeper d. Watchdog
9 is delivering to radio stations (e.g. DVB satellites):	elevision programming using signals relayed from space
a. Satellite Television b. Cab	le Television . c. All the above d. None
.10 is the process by we religion resulting in a change in the fur	hich elements of one religion are assimilated into anothe damental tenets or nature of those religions?
a. Acculturation b. Syncretism	c. Regionalism d. None
11. The type of mass media involving	many-to-many' communication is:
a. New mass media b. Trac	litional mass media c. All the above d. None
12. Which one of the following process society?	s serves as an important link between mass media and
a. Modernization b. Communic	ation c. Mechanization d. Syncretization
13. Communication can be defined as "between the sender or	the exchange of meaningful symbols and signals the receiver orthrough a medium with immediate or delayed."
a. Source & destination	. Idea & knowledge
c. Freedom & communication	c. None of the above
14. Which one of the following is not a	basic function of media?
a. Surveillance b. Interpretation	on c. Entertainment d. None of the above
15. The All India Radio is also known a	S:
a. Doordarshan b. Prasar Bharti c	. Akshvani d. None of the above
16. Who spoke about the idea of global developing through the modern types of	village of humanity as a form of society we were communication, specific of electronic era?
a Marshall McLuhan b. Gerb	ner c. Habermas d. Thompson

world:	of a comm	on-marketing plan	to-sell-a-prod	luct everywhere in the
a. Social marketing above	b. Global 1	marketing c. I	Local marketi	ng d. None of the
18. Online marketing is also kr	nown as			
a. Social marketing	b. Local m	arketingc. Global	marketing	d. Web marketing
19. The type of music compose (Bach, Mozart, Beethoven, Cho	d by musici ppin, etc.) is	ans considered to lalso called?	be the founde	rs of high musical art
a. Pop music b. Classical	music '	c. Hit music	d. Rock m	usic
<b>20</b> . The type of journalism whic increase circulation is called?	h uses lurid	and sensationalize	ed reporting to	o attract readers and
a. Yellow journalism c. Citizen journalism		b. Print journalism d. Watchdog journalism		
		****		