

2015

( 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) Which one of the following is the first printed book in the world?

(i) *The Gita*

(ii) *The Latin Bible*

(iii) *The Origin of Species*



- (b) BBC refers to
- (i) Bureau of Broadcasting and Communication
  - (ii) British Board of Communication
  - (iii) British Broadcasting Corporation
- (c) The word 'journalism' is derived from the Latin word
- (i) diurn
  - (ii) journaill
  - (iii) journum
- (d) Who among the following termed 'mass media' as 'mobility multipliers'?
- (i) Daniel Lerner
  - (ii) Wilbur Schramm
  - (iii) Alfred Harmsworth
- (e) "When a dog bites a man, that is not news, because it happens so often. But if a man bites a dog, that is news." This statement was made by
- (i) Wilbur Schramm
  - (ii) McLuhan
  - (iii) John B. Bogart

- (f) Two-step flow of information 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
- (g) DAVP stands for
- (i) Directorate of Advertising and Visual Publicity
  - (ii) Department of Audiovisual Publishing
  - (iii) Directorate of Audio and Video Publication
- (h) Which of the following is an example of traditional media?
- (i) Radio
  - (ii) Puppetry
  - (iii) Newspaper

2. Write short notes on any *four* of the following **(within 150 words each)** : 4×4=16
- (a) Libertarian theory of communication
  - (b) Qualities of a good journalist
  - (c) Nonverbal communication
  - (d) Two-step flow theory of mass communication
  - (e) Impact of mass media on Assamese culture



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

- (a) Define the process of communication.  
Explain the different types of communication.  $4+10=14$
- (b) Critically examine the psychological group of theories of mass communication. 14
- (c) What does public relation mean?  
Discuss the growth and development of public relations in India.  $4+10=14$
- (d) What does media effect mean? Discuss the role of mass media on education in India.  $4+10=14$
- (e) What are the functions of an advertising agency? Trace the development of advertising in India.  $7+7=14$
- (f) Examine the evolution of print media as mass media process. 14

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