



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

Duration: 3Hrs.

Full Marks: 70

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.

1. Discuss the concept of Mass Communication. Give a detailed analysis of the scope and functions of mass media in today's world. 3+7=10
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. 2×5=10
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
7. 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. 10
8. Elucidate with the help of suitable examples as to how popular culture has been reflected in films and festivals. 10



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

Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

Choose the correct answer from the following:

1×20=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 17th century

- a. Books b. Magazines c. Newspapers d. None of the above

3. On September 15, 1959,.....was inaugurated in India with the introduction of cable television:

- 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

8.journalism informs the public about goings-on in institutions and society, especially in circumstances where a significant portion of the public would demand changes in response:

- a. Educator b. Entertainer c. Gatekeeper d. Watchdog

9..... is delivering television programming using signals relayed from space radio stations (e.g. DVB satellites):

- a. Satellite Television b. Cable Television c. All the above d. None

10.is the process by which elements of one religion are assimilated into another religion resulting in a change in the fundamental 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. Traditional mass media c. All the above d. None

12. Which one of the following process serves as an important link between mass media and society?

- a. Modernization b. Communication c. Mechanization d. Syncretization

13. Communication can be defined as "the exchange of meaningful symbols and signals between the sender or..... and the receiver or.....through a medium with the hope of a feedback which could be immediate or delayed."

- a. Source & destination b. 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 c. Entertainment d. None of the above

15. The All India Radio is also known as:

- a. Doordarshan b. Prasar Bharti c. Akshvani d. None of the above

16. Who spoke about the idea of global village of humanity as a form of society we were developing through the modern types of communication, specific of electronic era?

- a. Marshall McLuhan b. Gerbner c. Habermas d. Thompson

17. refers to the use of a common marketing plan to sell a product everywhere in the world:

- a. Social marketing above
- b. Global marketing
- c. Local marketing
- d. None of the

18. Online marketing is also known as.....:

- a. Social marketing
- b. Local marketing
- c. Global marketing
- d. Web marketing

19. The type of music composed by musicians considered to be the founders of high musical art (Bach, Mozart, Beethoven, Chopin, etc.) is also called?

- a. Pop music
- b. Classical music
- c. Hit music
- d. Rock music

20. The type of journalism which uses lurid and sensationalized reporting to attract readers and increase circulation is called?

- a. Yellow journalism
- b. Print journalism
- c. Citizen journalism
- d. Watchdog journalism
