

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2017 – 18 Examination

Semester: 4

Subject Code: 15106253

Subject Name: Introduction to sociology of mass media and communication

Date: 19/05/2018

Time: 10:30 am to 01:00 pm

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.

(08)

A. Multiple choice type questions. (Each of 0.5 mark)

1. Media literacy means the ability to
 - (a) read and write
 - (b) create professional media
 - (c) understand and use media
 - (d) prepare for a career in media
2. Good media criticism should always
 - (a) reveal negative aspects of media
 - (b) offer analysis based on reason
 - (c) warn us that ads sell us things we don't need
 - (d) condemn our emotional reactions to media
3. Mediated communication is the sharing of messages
 - (a) with a large, widespread audience
 - (b) on a face to face basis
 - (c) for the purposes of entertainment
 - (d) conveyed through an interposed device
4. One job of the gatekeeper is to determine
 - (a) the amount of feedback that returns to the source of a media message
 - (b) how messages to consumers are constructed
 - (c) how mass communication affects interpersonal communication
 - (d) how ratings data will be interpreted by media
5. According to the text, which level of the media industry is the key to understanding today's media business?
 - (a) global
 - (b) regional
 - (c) local
 - (d) national
6. In terms of media/government relationships in the world today, the media in most countries are
 - (a) government owned and operated
 - (b) privately owned and government controlled
 - (c) privately owned and free from government control
 - (d) mixed in terms of government and private ownership and control
7. Mass media suggests communication to a large, _____, and unknown audience
 - (a) educated
 - (b) anonymous
 - (c) private
 - (d) paying
8. A problem of the information society includes _____.
 - (a) technological unemployment
 - (b) mindless entertainment for women
 - (c) objectification of women
 - (d) all of above
9. Research on violence in the media concludes that exposure to violence leads to _____ to real violence
 - (a) desensitization
 - (b) deference
 - (c) devotion
 - (d) disinclination
10. In a virtual community, people go to the Internet for _____.
 - (a) pornography
 - (b) entertainment
 - (c) games
 - (d) information
11. According to the text, which of the following is one of the primary reasons for global

dominance of American media?

- (a) Its educational features (c) the widespread use of the English language
(b) the uniformity of its audience (d) lack of local cultures

12. The technology that makes mass communication possible is known as

- a) mass media b) mass communication.
c) mass transmission. d) all of the above

13. In two-step flow theory, media influence passes from _____ opinion followers:

- a) Opinion leaders c) Opinion makers
b) Powerful elites d) None of these

14. News is the description of the event by a book writer:

- a) True c) both
b) false d) none

15. Intra-personal communication involves:

- a) An individual talking to a group
b) An individual communicating to a large number of people
c) An individual thinking or talking to himself
d) An individual talking to another individual

16. Any message given by other than the literal interpretation of words is called:

- a) Audio Communication
b) Visual Communication
c) Verbal Communication
d) Non Verbal Communication
e) None of these

B. Terms/Definitions (Each of 01 mark)

(07)

1. mass media
2. mass communication
3. perspectives
4. globalization
5. diffusion
6. fashion
7. values

Q.2 Answer the following.

- A. Define mass media and discuss its various types of communication with examples. (04)
B. Describe and discuss the functions of communication with illustrations. (04)
C. Write a note on Radio and television as important media. (04)

OR

- C. Discuss the media communication and social development with suitable examples. (04)

Q.3 Answer the following.

- A. Explain the mass communication and Political development with examples. (05)
B. . Discuss the economic development and mass communication (05)
C. Write an essay on mass communication and rural development. (05)

OR

- C. Write an essay on global media as an agency of globalization with illustrations. (05)

Q.4

- A. Write an essay on development and mass communication in pre- independence and post independence in India. (06)
B. Discuss the diffusion of global culture through mass media and its impact on the youth in respect to values. (06)
C. Write an essay on fashions and entertainment with examples. (06)

OR

- C. Describe and discuss the media and its policy. (06)