

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B.A Summer 2018-19 Examination**

Semester: 4

Date: 19/04/2019

Subject Code: 15106253

Time: 2:00 pm to 4:30 pm

Subject Name: Introduction to Sociology of mass media and communication

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. 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
2. News is the description of the event by a book writer:
  - a) True
  - b) false
  - c) both
  - d) none
3. Any message given by other than the literal interpretation of words is called:
  - a) Audio Communication
  - b) Visual Communication
  - c) Verbal Communication
  - d) None of these
4. The technology that makes mass communication possible is known as
  - a) mass media
  - b) mass communication.
  - c) mass transmission.
  - d) all of the above
5. In two-step flow theory, media influence passes from \_\_\_\_\_ opinion followers:
  - a) Opinion leaders
  - b) Powerful elites
  - c) Opinion makers
  - d) None of these
6. According to the text, which of the following is one of the primary reasons for global dominance of American media?
  - a) Its educational features
  - b) the uniformity of its audience
  - c) the widespread use of the English language
  - d) lack of local cultures
7. Media concludes that exposure to violence leads to \_\_\_\_\_ to real violence
  - a) desensitization
  - b) deference
  - c) devotion
  - d) disinclination
8. People go to the Internet for \_\_\_\_\_.
  - a) pornography
  - b) entertainment
  - c) games
  - d) information
9. A problem of the information society includes \_\_\_\_\_.
  - a) technological unemployment
  - b) mindless entertainment for women
  - c) objectification of women
  - d) all of above
10. Mass media suggests communication to a large, \_\_\_\_\_, and unknown audience
  - a) educated
  - b) anonymous
  - c) private
  - d) paying
11. 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

12. Which level of the media industry is the key to understanding today's media business?  
 (a) global (c) local  
 (b) regional (d) national
13. One job of the gatekeeper is to determine  
 (a) the amount of feedback that returns to the source of a media message (c) how mass communication affects interpersonal communication  
 (b) how messages to consumers are constructed (d) All of the above
14. Good media criticism should always  
 (a) reveal negative aspects of media (c) warn us that ads sell us things we don't need  
 (b) offer analysis based on reason (d) condemn our emotional reactions to media
15. Mediated communication is the sharing of messages  
 (a) with a large, widespread audience (c) for the purposes of entertainment  
 (b) on a face to face basis (d) conveyed through an interposed device

**B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)**

1. Entertainment
2. Sociological perspectives
3. mass communication
4. mass media
5. fashions
6. global culture
7. education with entertainment

**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. Discuss the diffusion of global culture through mass media and its impact on the youth in respect to values (04)

**OR**

- C. Write an essay on Radio, television & newspapers as important medium of communication (04)

**Q.3 Answer the following.**

- A. Discuss sociological perspectives in mass media and communication. (05)  
 B. What is cultural globalization? How does mass communication promote it? (05)  
 C. Discuss the media communication and rural development with suitable examples (05)

**OR**

- C. Discuss the media communication and social development with suitable examples (05)

**Q.4**

- A. Write an essay on fashions and entertainment with examples (06)  
 B. Write an essay on mass media and communication with reference to development with suitable example. (06)  
 C. Discuss the mass communication and Political development with suitable examples (06)

**OR**

- C. Describe and discuss with suitable examples, the development and mass communication in pre- independence and post independence in India. (06)