

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2019 – 20 Examination

Semester: 4

Subject Code: 15106253

Subject Name: Introduction to sociology of mass media and communication

Date: 11/12/2019

Time: 2.00 pm to 4.30 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 influence passes from _____ to opinion followers:

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

2. Criticism of Good media

- | | |
|---|--|
| (a) warn us that ads sell us things we don't need | (c) reveal negative aspects of media |
| (b) offer analysis based on reason | (d) condemn our emotional reactions to media |

3. Media literacy means the ability to

- | | |
|-------------------------------|-----------------------------------|
| (a) read and write | (c) understand and use media |
| (b) create professional media | (d) prepare for a career in media |

4. One job of the gatekeeper is to determine

- | | |
|---|--|
| (a) how ratings data will be interpreted by media | (c) how mass communication affects interpersonal communication |
| (b) how messages to consumers are constructed | (d) the amount of feedback that returns to the source of a media message |

5. Which level of the media industry is the key to understanding today's media business?

- | | |
|--------------|--------------|
| (a) global | (c) local |
| (b) regional | (d) national |

6. In terms of media/government relationships in the world today, the media in most countries are

- | | |
|---|--|
| (a) government owned and operated | (c) privately owned and free from government control |
| (b) privately owned and government controlled | (d) mixed in terms of government and private ownership and control |

7. Mass media suggests communication to a large, _____, and unknown audience

- | | |
|---------------|-------------|
| (a) educated | (c) private |
| (b) anonymous | (d) paying |

8. A problem in the information society includes _____.

- | | |
|--------------------------------------|------------------------------|
| (a) technological unemployment | (c) objectification of women |
| (b) mindless entertainment for women | (d) all of above |

9. Violence in the media concludes that exposure to violence leads to _____ to real violence

- (a) desensitization (c) devotion
(b) deference (d) disinclination

10. People go to the Internet for _____.

- (a) pornography (c) games
(b) entertainment (d) information

11. 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. Communication is

- (a) with a large, widespread audience (c) for the purposes of entertainment
(b) sharing the messages (d) conveyed through an interposed device

14. The description of the event News

- 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

B. Define the following terms (Each of 01 mark)

(07)

1. Media
2. Communication
3. Perspectives
4. Globalization
5. Diffusion
6. Fashion
7. Values

Q.2 Answer the following.

- A. Explain mass communication and Political development with examples. **(04)**
B. Describe and discuss the functions of communication with illustrations. **(04)**
C. Write a note on Radio and television as important mediums of communication. **(04)**

OR

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

Q.3 Answer the following.

- A. Define mass media and discuss its various types of communication with examples. **(05)**
B. Discuss 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 Answer the following

- A. Explain the development of 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 fashion and entertainment with examples. **(06)**

OR

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