

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF LAW
I-B.A.LL.B. Winter 2019– 20 Examination

Semester: IV

Subject Code: 15106253

Subject Name: Introduction to sociology of mass media and communication

Date: 13/12/2019

Time: 10:30 am to 1:00 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. The word 'communication' is derived from the Latin word 'communis', which means-
 - (a) to read
 - (b) to speak
 - (c) to share
 - (d) none of the above
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 says desensitization on violence in the media concludes that exposure to violence leads to real violence
 - (a) true
 - (c) both

(b) false

(d) none

10. In a virtual community, people go to the Internet for _____.

(a) pornography

(c) games

(b) entertainment

(d) information

11. The ability to understand and use media is media literacy.

(a) true

(c) both a & b

(b) false

(d) none

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. An individual communicating to a large number of people is intra communication

(a) Yes

(b) No

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

(a) yes

(b) no

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

(07)

1.mass media

2.mass communication

3.perspectives

4.Globalization

5.diffusion

6.fashions

7.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. Write a note on internet 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. Write an essay on Political development with reference to mass communication examples.

(05)

B. Describe mass communication and economic development with reference to mass communication and media.

(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. 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 concept of education-entertainment with suitable examples. (06)