

C 20854-B

(Pages : 2)

Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

Sociology

SGY 6B 17—MASS MEDIA AND SOCIETY

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define Communication
2. Examine the different types of communication
3. What is group communication ?
4. Describe extra personal communication.
5. Explain functions of mass media.
6. Describe the importance of printing and publication.
7. Describe two electronic media.
8. Discuss the importance of folk media.
9. What is virtual communication ?
10. Who coined the term '*The media is message*'. Elaborate the phrase.
11. How does Habermas define public space ?
12. What is popular culture ?
13. Explain the process of globalization.
14. Describe importance of mass media in democracy.
15. Examine high culture.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Type)

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Elaborate the impact of mass media on popular culture, give examples to.
17. Describe the characteristics and functions of mass media.
18. Differentiate between traditional media and electronic media.
19. Illustrate the concept of 'global village'.
20. Analyze the significance of cultural materialism and hegemony.
21. Discuss how Thompson has related media and modernity.
22. Explain the impact of globalization on media.
23. Bring out the issues related to media regulation.

(5 × 6 = 30 marks)

Section C (Essay Type)

*Answer any **two** questions.*

Each question carries 10 marks.

24. Examine the relationship between communication and modern technology.
25. Describe the significance of virtual communication in mass media.
26. Elaborate on the contributions of Marshal McLuhan.
27. Explain the interrelationships between mass media and culture.

(2 × 10 = 20 marks)

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Sociology

SGY 6B 17—MASS MEDIA AND SOCIETY

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

SGY 6B 17—MASS MEDIA AND SOCIETY
(Multiple Choice Questions for SDE Candidates)

1. Who defined “Communication is the process of passing information and understanding from one person to another” ?
 - (A) Louis Allen.
 - (B) Chester Barnard.
 - (C) Keith Davis.
 - (D) William Newman.
2. The book “Culture and Society” is authored by ?
 - (A) Eric McLuhan.
 - (B) Marshall Mc luhan.
 - (C) Jürgen Habermas.
 - (D) Raymond William.
3. Who won the Dada Phalke award 2020 ?
 - (A) Manoj Kumar.
 - (B) Amitabh Bachchan.
 - (C) Vinod Khanna.
 - (D) Rajinikanth.
4. Consider the following statement :
 - I) Leadership influence the participation among group members
 - II) Physical arrangements can influence group interactions and group effectiveness
 - III) Group size and structure influence group communication
 - IV) Group effectiveness may be influence task complexityWhich of the factors influence group communication ?
 - (A) I, II and IV.
 - (B) II, III and IV.
 - (C) I, II, III and IV.
 - (D) I, II and III.
5. Media is known as :
 - (A) First estate.
 - (B) Second estate.
 - (C) Third estate.
 - (D) Fourth estate.
6. Consider the following statements :
 - I) To examine cultural practices and their relation to power
 - II) Understanding culture in all its complex forms and analyzing the social and political context
 - III) Cultural Studies is both the object of study and the location of political criticism and action.
 - IV) Commitment to an ethical evaluation of modern society and to a radical line of political actionWhich of the above statement/statements are true regarding cultural studies
 - (A) I, II and IV.
 - (B) I, II, III and IV.
 - (C) I, II, III.
 - (D) II and III.
7. According to Marshal Mc luhan, Print culture would soon be brought to an end and electronic media will replace visual culture with oral culture. He called this change as _____ ?
 - (A) Electro transfer.
 - (B) Digital expansion.
 - (C) Electronic Interdependence.
 - (D) Media broadcast.

8. _____ is the exchange of messages between people for the purpose of achieving common meanings” ?
- (A) Sender. (B) Communication.
(C) Receiver. (D) Feedback.
9. Which of the following philosopher arguing that “the medium contains its own message, which is independent of the content” ?
- (A) Jacques Maritain. (B) Charles Taylor.
(C) Marshall McLuhan. (D) Raymond Williams.
10. Who is known as the father of Indian Press ?
- (A) John Adams. (B) James A. Hickey.
(C) Charles Metcalfe. (D) Lord Elphinstone.
11. Consider the following statements
- I) Source of message is an individual or group operating within an organizational setting
II) Messages are sophisticated and complex
III) Audiences are self-selected
IV) Feedback is minimal
- Which of the statements is true regarding mass media ?
- (A) I, III and IV. (B) I, II, III and IV.
(C) II, III and IV. (D) I, II and IV.
12. Which of the following book written by Harold Innis ?
- (A) Understanding Media.
(B) The bias of communication.
(C) The theory of communicative action.
(D) Communication and the evolution of society.
13. According to Raymond Williams, which of the following is not a characteristics of Hegemony ?
- (A) Hegemony constitutes lived experience.
(B) Hegemony exceeds ideology.
(C) Hegemony is not necessarily total.
(D) Hegemony is rigid.

Turn over

14. Which of the following is not a folk media ?
- (A) Drama. (B) Songs.
(C) Computer. (D) Riddles.
15. The interconnection of information and communications technologies, computer networks, and media content in a digital atmosphere is referred to as :
- (A) Media convergence. (B) Media diffusion.
(C) Media integration. (D) Media regulation.
16. The response of a receiver/audience to a message or activity is called ?
- (A) Medium. (B) Encoder.
(C) Decoder. (D) Feedback.
17. What is meant by Micro Blogging ?
- (A) This is a standard blog, with content posting in about 500 words.
(B) Communication through mobile devices.
(C) Act of creating and exchange small elements of content.
(D) It is type of blog, you can write more details and information and maybe convey better images to your readers.
18. _____ is communication with oneself using internal verbalization or reflective thinking ?
- (A) Intrapersonal communication. (B) Interpersonal communication.
(C) Formal communication. (D) Non-verbal communication.
19. _____ was the first program telecasted on Doordarshan
- (A) Daman Mitti ka. (B) Krishi Darshan.
(C) Meri Desh Ki Beti. (D) Ghayab Aya.
20. Television invented by _____ ?
- (A) James Maxwell. (B) Ambrose Fleming.
(C) John logie baird. (D) William B Shockley.