

MASY 2001

M.A. DEGREE EXAMINATION, JANUARY 2021.

Second Year – Non-Semester

Sociology

SOCIOLOGY OF MASS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

1. Is Communication a Social Process? Explain.
2. Bring out the characteristics of mass media.
3. Explain the uses of sociology of mass communication.
4. Enumerate the functions Berlo's SMCR model of communication.
5. Highlight the role of Social Responsibility Theory in mass communication
6. What is content analysis? Explain.
7. Given an account on 'Audience Selectivity'.
8. Explain the nature of development.

PART B — (5 × 12 = 60 marks)

Answer any FIVE out of Eight questions.

9. Discuss the functions and importance of communication.
10. Critically analyze the merits and demerits of mass media.
11. 'Communication as a Social Science' – Discuss
12. Discuss the various types of communication models.
13. Describe the Importance of Authoritarian and Libertarian theory of mass communication.
14. Critically examine the types of content analysis
15. Define and discuss about opinion leaders.
16. Discuss in detail the impact of mass of communication in developing countries.
