

## **MASY 2001**

M.A. DEGREE EXAMINATION, DECEMBER 2021.

First Year – Non-Semester

### SOCIOLOGY, SOCIOLOGY OF MASS COMMUNICATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define Communication and explain communication as a social process.
2. Outline the functions of mass communication.
3. Elucidate the concept of Uses and Gratification.
4. What are the various types and models of communication?
5. Delineate the Social Responsibility Theory of Communication.
6. Compare and Contrast the types of content analysis.

7. Justify why the concept of audience is very important in mass media.
8. Expound the blocks for development in communication.

PART B — (5 × 12 = 60 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. What is communication? Explain the characteristics, forms, functions and importance of communication.
10. Elucidate the concept of Mass Media, its characteristics, functions, merits and demerits.
11. Elaborate the concept of “Communication as a Social Science”.
12. Discuss in detail the linear, non-linear and composite models of communication.
13. Explicate the theories of mass communication as well as their role.
14. What is Content Analysis? Explain the meaning and its types as well as the analysis of media content.

15. Describe in detail the concept of audience, audience selectivity, opinion leaders and the diffusion of message.
  16. Delineate the concept of Development Communication its nature, role and elucidate the Development goals.
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