

QP CODE: 25012750



Reg No :

Name :

**UNDER GRADUATE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS,
FEBRUARY 2025**

Fifth Semester

(Offered by the Board of Studies in Sociology)

OPEN COURSE - SO5OPT03 - SOCIOLOGY OF MEDIA AND COMMUNICATION

2022 Admission Only

9AEA3EEA

Time: 3 Hours

Max. Marks : 80

Instructions to Private candidates only: This question paper contains two sections. Answer SECTION I questions in the answer-book provided. SECTION II, Internal examination questions must be answered in the question paper itself. Follow the detailed instructions given under SECTION II.

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Mass media and Formal Education.
2. Emerging trends in Mass media.
3. What do you mean by verbal communication?
4. List out the theories Mass communication.
5. What are the different electronic means of communication?
6. What are the physiological barriers in communication?
7. Contributions of William Raymonds.
8. Explain Public space.
9. What do you mean by media regulation?
10. What is the importance of media regulation?
11. List out the legal measures of media regulation.
12. Briefly explain media ethics.

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the importance of mass media.
14. What are the different mediums through which internet impacts mass communication?
15. What are the principles of communication?
16. What do you mean by informal communication? Explain its merits and demerits.
17. Importance of Knowledge and intelligence.
18. Explain any two theories of mass media.
19. Enumerate the relationship between global village and mass media.
20. Explain the characteristics of Patent Right.
21. Explain the significance of censorship in current scenario.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the development of mass media with technological advance from traditional era to Modern era.
23. How can we be an effective communicator?
24. Explain the time and space theory by Harold Innis.
25. What do you mean by cyber ethics? How do we can relate importance of cyber ethics on media and communication?

(2×15=30)

