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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, JUNE 2026

Fifth Semester

B.A. Sociology

Open Course—MEDIA AND SOCIETY

(2014—2016 Admissions—Mercy Chance)

[For Private Registration Candidates]

Time : Three Hours

Maximum Weight : 25

Instructions : *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.*

Section I

PART A (OBJECTIVE TYPE)

Answer all questions.

Each bunch of four question carries a weight of 1.

Name of the following :

1. Proponent of the Libertarian theory :

(a) John Milton.

(b) Karl Marx.

(c) Denis Mc Quail.

(d) Wilbur Schramm.

2. Other name of Bengal Gazette :

(a) The Culcutta Chronicle.

(b) Hicky's Bengal Gazette.

(c) The Indian Gazatte.

(d) The Bengal Journal.

3. Starting year of first television centre in India

(a) 1947.

(b) 1950.

(c) 1959.

(d) 1965.

Turn over





G 3496

4. The process of conversion of the subject-matter into symbols :

- (a) Encoding.
- (b) Decoding.
- (c) Feedback.
- (d) Channeling.

Fill up the following :

- 5. _____ means the medium or media through which message passes.
- 6. Conversing with the divine, with spirit and ancestors may be termed as _____.
- 7. _____ says the most interpersonal communication is of an unfocused nature.
- 8. _____ laid the foundation of realism in Cinema.

Match the following :

- 9. Speaking — Receiver.
- 10. Pictures — Sender.
- 11. Listening — Reaction.
- 12. Feedback — Symbols.

True or False :

- 13. Interpersonal communication is individual reflection, contemplation and mediation.
- 14. Focused interaction is direct face-to-face communication between two persons.
- 15. News is the account of an event, not something intrinsic in the event itself.
- 16. Broadcasting Bill was introduced in Parliament in May 2007.

(4 × 1 = 4)

PART B (SHORT ANSWER)

Answer any **five** of the following questions.

Each question carries a weight of 1.

- 17. Censor.
- 18. Technology.
- 19. Journalism.
- 20. Diffusion.





G 3496

21. Innovation.
22. Mass culture.
23. Noise.
24. Cyber space.

(5 × 1 = 5)

PART C (SHORT ESSAY)

*Answer any **four** out of the following questions.
Each question carries a weight of 2.*

25. Describe the impact of cinema on society.
26. Explain theories of communication.
27. Examine the role of mass media on public opinion formation.
28. Describe the influence of mass media on democracy.
29. Give a brief account on the role of mass media in social transformation.
30. What is the role of Press in the development of communication ?

(4 × 2 = 8)

PART D (ESSAY TYPE QUESTIONS)

*Answer any **two** of the following.
Each question carries a weight of 4.*

31. Critically evaluate the effects of globalization on mass media communication.
32. Analyse the need for systematic and perfect use of mass media in our society.
33. Explain the influence of propaganda and advertising as an important media of communication today.

(2 × 4 = 8)

