

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2004-05 & thereafter)

SUBJECT CODE: SC/MO/SC54

B. A. DEGREE EXAMINATION, NOVEMBER 2009
BRANCH III – SOCIOLOGY
FIFTH SEMESTER

COURSE : MAJOR – OPTIONAL
PAPER : SOCIAL COMMUNICATION
TIME : 3 HOURS
MAX.MARKS:100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50
WORDS. (10X2=20)

1. Define socialization.
2. Define retentive listening.
3. What is RNI?
4. What does NFDC stand for?
5. Who is an external public?
6. What does ABX stand for and who proposed the model?
7. What is Instructional Communication?
8. What is Dominant Paradigm?
9. Mention any five weekly magazines.
10. What is a political audience?

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250
WORDS. (5X8=40)

11. Discuss the contribution of psychology and sociology to communication.
12. Discuss Shannon and Weaver's model and its merits.
13. Discuss Intercultural communication.
14. How sensitive is the mass media on gender issues? Justify with suitable examples.
15. 'Television has always been looked upon as a medium of information.' Comment.
16. What is a gate – keeper? Explain how they are socially responsible in imparting information to the public.
17. Discuss any one recent movie that you think has had an impact on the audience Why?
18. Discuss the barriers to communication.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1000
WORDS. (2X20=40)

19. How does politics play a major role in the lives of people in India?
20. Compare the effectiveness of radio and the print medium as a medium for Communication.
21. Discuss the development of communication studies in Europe.
22. Discuss Interpersonal communication.
