

SYBAMMC SEMIII REG. NOV/DEC 2020

SUBJECT: Media Studies

NOTE:

Attempt any 40 out of 50

Each question carry 1.5 mark

Total marks 60

Time 1 hour

* Required

1. Email *

2. Students Exam seat number *

3. Student ID *

4. Students Full Name (surname first) *

5. 1) Which of the following is an example of new media?

Mark only one oval.

☐ Newspaper

☐ FM radio

☐ Blog

☐ Television

6. 2) Global village concept was put forward by.....

Mark only one oval.

- ☐ Robert Merton
- ☐ Seon McBride
- ☐ Marshall McLuhan
- ☐ Wilbur Scramm

7. 3) Who is considered the proponent of cultivation analysis ?

Mark only one oval.

- ☐ Sean McBride
- ☐ Wilbur Schramm
- ☐ Marshall McLuhan
- ☐ George Gerbner

8. 4) which Era is called Scientific Perspectives

Mark only one oval.

- ☐ 2nd
- ☐ 1st
- ☐ 3rd
- ☐ 4th

9. 5) 4th Era of Media theory is called

Mark only one oval.

- ☐ Limited Effect
- ☐ Cultural Criticism
- ☐ Mass society
- ☐ Scientific Perspective

10. 6) Mass-society theory suggests that:

Mark only one oval.

- ☐ The content of the media is determined by market forces
- ☐ The subordinate classes are dominated by the ideology of the ruling class
- ☐ The media manipulate 'the masses' as vulnerable, passive consumers
- ☐ Audiences make selective interpretations of media messages

11. 7) The print revolution of the nineteenth century resulted in:

Mark only one oval.

- ☐ Mass production, mass circulation, and the decline of serious content
- ☐ The public ownership of newspapers as a shared resource
- ☐ More people going to the cinema as a new leisure activity
- ☐ A reduction of 'virtual communities' on the Internet

12. 8) Mass media place a crucial role in forming and reflecting

Mark only one oval.

- ☐ Self image
- ☐ Societies image
- ☐ Public opinion
- ☐ Journalistic idea

13. 9) Which among the following is not part of the Four Theories of Press?

Mark only one oval.

- ☐ Libertarian
- ☐ Social Responsibility
- ☐ Authoritarian
- ☐ Uses & Gratification

14. 10) Governments that are democratic often have a press which can be exemplified by which theory of the press.

Mark only one oval.

- ☐ Social Responsibility
- ☐ Authoritarian
- ☐ Libertarian
- ☐ Soviet

15. 11) Who viewed media proponents as idealistic dreamers and themselves as practical realistic people

Mark only one oval.

- ☐ Media Lover
- ☐ Media Critic
- ☐ Media Propagandist
- ☐ Media Proponents

16. 12) Which one of the following is Not included in the Freudianism?

Mark only one oval.

- ☐ Audience
- ☐ Id
- ☐ Ego
- ☐ Super Ego

17. 13) What is the magic bullet theory?

Mark only one oval.

- ☐ The idea that the media is manipulated into producing certain types of content
- ☐ The idea that an audience is manipulated by the message of the originator
- ☐ The notion that an audience cannot be unduly influenced by media messages
- ☐ The notion that an audience can only be impacted by a direct injection of content

18. 14) The words "bullet" and "needle" are used to convey the ____ of the media.

Mark only one oval.

- ☐ Power
- ☐ Imbalance
- ☐ Message
- ☐ Personality

19. 15) which Theory suggests that the more heavily people view television, the more susceptible they are to the messages and the more likely they are to believe that what they are hearing and seeing is real.

Mark only one oval.

- ☐ Agenda Setting
- ☐ Cultivation
- ☐ Uses & Gratification
- ☐ Development

20. 16) Watson's theory become known as

Mark only one oval.

- ☐ Behaviorism
- ☐ Freudianism
- ☐ Magic Bullet
- ☐ Propaganda

21. 17) The egocentric pleasure-seeking part of the mind. Sometimes human behavior is under the control of darker part of the human mind is called

Mark only one oval.

- ☐ Id
- ☐ Ego
- ☐ Superego
- ☐ Freud

22. 18) The rational mind. is in control is called

Mark only one oval.

- ☐ Id
- ☐ Ego
- ☐ Superego
- ☐ Freud

23. 19) This theory were derived in late 1930's era were mass media is very strongly make its impacts on audience

Mark only one oval.

- ☐ Two -Step- Flow
- ☐ Development Theory
- ☐ Cultivation Theory
- ☐ Magic Bullet Theory

24. 20) who theorized that propaganda was not effective because the messages transmitted were appealing.

Mark only one oval.

- ☐ Lazarsfeld
- ☐ Lasswell
- ☐ McLuhan
- ☐ Merton

25. 21) What are associated with strong emotions and possess the power to stimulate beneficial large scale mass action if they are used wisely.

Mark only one oval.

- ☐ Audience
- ☐ Mass
- ☐ Master Symbol
- ☐ Symbol

26. 22) Who started yellow Journalism

Mark only one oval.

- ☐ Randolph Hearst
- ☐ Marshal Hearst
- ☐ Joseph Hearst
- ☐ George Hearst

27. 23) Randolph Hearst was specialized in

Mark only one oval.

- ☐ Buying Failing newspaper transforming into loss ventures
- ☐ Buying Failing newspaper transforming into profitable ventures
- ☐ Creating New Newspaper
- ☐ Buying rising newspaper transforming into profitable ventures

28. 24) _____ is used for information, ideas, or rumors intentionally spread widely to help or harm a person, group, movement, institution, or nation.

Mark only one oval.

- ☐ Audience
- ☐ Propaganda
- ☐ Mass society
- ☐ Message

29. 25) During 1930s the new media of _____ provided propagandists with powerful new tools

Mark only one oval.

- ☐ Radio & Newspaper
- ☐ Newspaper & Movies
- ☐ Radio & Movies
- ☐ Movies & Film

30. 26) propagandist believes that the _____ justifies the means

Mark only one oval.

☐ Truth

☐ Lie

☐ Start

☐ End

31. 27) This is a technique use to promote positive information or ideas to distract attention from problematic events

Mark only one oval.

☐ White

☐ Black

☐ Gray

☐ Red

32. 28) Which propaganda is the transmission of information and ideas that might or might not be false.

Mark only one oval.

☐ Black

☐ Gray

☐ Red

☐ White

33. 29) Media is acting as a _____ stimuli that trigger the responses in public.

Mark only one oval.

- ☐ Outer
- ☐ Internal
- ☐ External
- ☐ Inner

34. 30) _____ theories describes an ideal way for a media system to be controlled and operated by the government, authority, leader and public.

Mark only one oval.

- ☐ Soviet
- ☐ Liberatarian
- ☐ Authoritarian
- ☐ Normative

35. 31) The government have all right to restrict any sensitive issues from press to maintain peace and security in the nation.

Mark only one oval.

- ☐ Liberatarian
- ☐ Authoritarian
- ☐ Normative
- ☐ Social Responsibility

36. 32) A form of censorship where freedom of expression is controlled or limited using religious authority or on the basis of the teachings of the religion.

Mark only one oval.

- ☐ Religious
- ☐ Political
- ☐ Economical
- ☐ Cultural

37. 33) Rise to libertarian theory, principle based on declaration of independence signed by Thomas Jefferson

Mark only one oval.

- ☐ Bills of Socialist
- ☐ Bills of Liberty
- ☐ Bills of Democracy
- ☐ Bills of Rights

38. 34) The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand

Mark only one oval.

- ☐ Spcial Responsibility
- ☐ Agenda setting
- ☐ Uses & gratification
- ☐ Two step Flow

39. 35) Theory is imitative of Leninist principles which based on the Karl Marx and Engel's ideology

Mark only one oval.

- ☐ Liberatarian
- ☐ Soviet Media Theory
- ☐ Normative
- ☐ Social Responsibility

40. 36) This theory advocates media support for an existing political regime and its efforts to bring about national economic development.

Mark only one oval.

- ☐ Normative
- ☐ Liberatarian
- ☐ Development
- ☐ Authoritarian

41. 37) Theory of communication that proposes that interpersonal interaction has a far stronger effect on shaping public opinion than mass media outlets.

Mark only one oval.

- ☐ Magic Bullet
- ☐ Attitude Change
- ☐ Agenda Setting
- ☐ Two step Flow

42. 38) The Two Step Flow Communication Theory of Mass Communication was developed by

Mark only one oval.

- ☐ Paul Lazarsfeld
- ☐ Harold Lasswell
- ☐ Randolph Herast
- ☐ Marshal McLuhan

43. 39) In the first step, a mass-media message is sent to those who pay close attention to it.

These avid media audiences are the _____

Mark only one oval.

- ☐ Opinion Follower
- ☐ Opinion Leader
- ☐ Opinion Creator
- ☐ Opinion Proponent

44. 40) Pioneering experiments on opinion change by

Mark only one oval.

- ☐ Berned Cohen
- ☐ Paul Lazarsfeld
- ☐ Carl Hovland
- ☐ Goerge Gerbner

45. 41) what is a part of our everyday condition.

Mark only one oval.

- ☐ Cognition
- ☐ Perception
- ☐ Selection
- ☐ Dissonance

46. 42) A method for reducing dissonance by interpreting ambiguous information that becomes consistent with current beliefs and actions is called

Mark only one oval.

- ☐ Selective Interpretation
- ☐ Selective Retention
- ☐ Selective Attention
- ☐ Dissonance

47. 43) where electronic media ties up the entire world into one big socio-political and cultural system is called

Mark only one oval.

- ☐ Opinion Leader
- ☐ Global Village
- ☐ Opinion Follower
- ☐ Selective Interpretation

48. 44) The Birmingham School of Cultural Studies refers to

Mark only one oval.

- ☐ Centre for Cultural Studies
- ☐ Centre for Media Studies
- ☐ Centre for Contemporary Cultural Studies (CCCS)
- ☐ Centre for Critical Studies

49. 45) is characterized by the creation of cultural studies in Britain.

Mark only one oval.

- ☐ Era of Mass Society
- ☐ Era of Scientific Perspective
- ☐ Era of Limited Effect
- ☐ Era of cultural criticism

50. 46) Which theory argues what people do with media rather than what media does to people.

Mark only one oval.

- ☐ Uses & Gratification
- ☐ Agenda Setting
- ☐ Attitude Change
- ☐ Magic Bullet Theory

51. 47) This is the self-esteem need. People use media to reassure their status, gain credibility and stabilize

Mark only one oval.

- ☐ Affective Needs
- ☐ Personal Integrative Needs
- ☐ Group Needs
- ☐ Cognitive Needs

52. 48) There is a need of _____ to mediate between state and society as it gives platform for discussion and opinion formation for the public

Mark only one oval.

- ☐ Public Attention
- ☐ Public Gatherings
- ☐ Public Sphere
- ☐ Public Stage

53. 49) Jurgen Habermas theorized this space where public meets private in which year

Mark only one oval.

- ☐ 1981
- ☐ 1971
- ☐ 1961
- ☐ 1991

54. 50) _____ can be defined as interactive forms of communication that use the Internet, including podcasts, blogs, vlogs, social networks, text messaging, wikis, virtual worlds and all other computer aided communication formats available online.

Mark only one oval.

☐ New Media

☐ Newspaper

☐ Radio

☐ Movies

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