

SARDAR PATEL UNIVERSITY

F.Y.B.A. (1st SEMESTER) (CBCS) NC EXAMINATION Novembre 2019

Date: 13/11/2019

Day: Wednesday

Time: 10 A.M to 12 P.M

UA01CEJM06: Principles of Mass Communication- 1

Total Marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

1. Why do scholars such as Dance suggest that communication is best understood as a 'family' of related concepts?
 - A. Because each culture has a different style of communicating
 - B. Because communication is a multifaceted concept
 - C. Because communication requires more than one person
 - D. Because the study of communication is relatively new
2. According to the chapter, what is identified as one of the main limitations of the transmission model?
 - A. It does not include the concept of feedback
 - B. It does not allow for distinctions to be made between senders and receivers
 - C. It cannot map the flow of information through systems
 - D. It cannot account for semantic dimensions of language
3. There is some consensus regarding the components of communication, although there is no single and encompassing definition of communication. Which of the following best describes the 'channel'?
 - A. The medium by which the message is conveyed
 - B. The code shared by the sender and receiver
 - C. Any interference in encoding or decoding
 - D. The response of a receiver to a received message
4. The rhetorical tradition views communication as a practical art of discourse. One of the principles underpinning classical rhetorical theory is:
 - A. Communication is best left to skilled rhetors
 - B. Communication skills can be learned through practice
 - C. Communication skill is inherent
 - D. Not everyone can communicate
5. Both message and encoding are communication components. However, message is distinguishable from the encoding process in that:
 - A. Message is internal to the source while encoding is external
 - B. Both message and encoding are internal
 - C. Both message and encoding are external
 - D. Message is external to the source whilst encoding is internal
6. One of the characteristics of communication, as identified in this chapter, is that communication is a dynamic process. Communication is a process because:
 - A. Communication has a beginning and an end
 - B. Communication is a fixed sequence of events
 - C. Communication is ongoing, ever-changing and continuous
 - D. Communication elements within a process are independent of each other

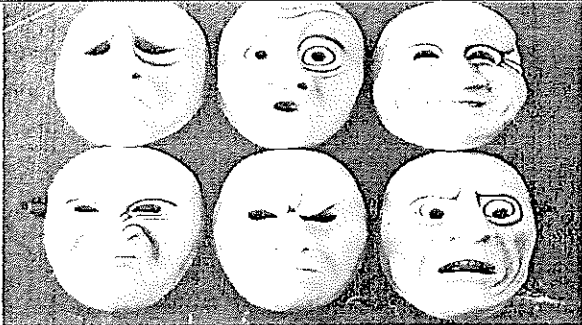
7. Communication is symbolic. Which of the following is not true about a symbol?
- A. A symbol is arbitrary
 - B. A symbol may be a nonverbal code
 - C. A symbol may be abstract
 - D. A symbol has a natural link to its referent
8. One of the limitations of Schramm's interactive model identified in the chapter is that:
- A. It only conceives of communication as a one-way process.
 - B. It cannot account for multilateral communication.
 - C. It does not consider the field of experience of the interactants.
 - D. It does not conceive of encoding and decoding as occurring simultaneously.
9. According to Littlejohn, organizational communication encompasses a few concepts such as:
- A. The structure of the organization
 - B. The function of the organization
 - C. The process of organizing
 - D. All of the above
10. Mass communication plays an important role in influencing our attitudes and opinions. Our definition of mass communication is changing. Which of the following characterizes a change in our definition of mass communication as a result of new technologies?
- A. Mass media have become a debating ground for our values and beliefs
 - B. The Internet creates new configurations of components of communication
 - C. The Internet restricts the limited access of news writing to professional journalists
 - D. The boundary between mass and interpersonally communication is more and more clearly defined
11. In Western cultures, the symbols of success include an individual's material possession. This example reflects the relationship between:
- A. Communication and culture
 - B. Words and their referents
 - C. Cultural customs and taboos
 - D. Human's dependency of material objects
12. When communicating with the teacher, a Korean student might avoid direct eye contact whereas an American student would look directly in the eye of the teacher. This example shows:
- A. How important it is to learn culture rules as a child
 - B. How culture rules govern our communication behaviour
 - C. Culture rules are learned consciously
 - D. Culture rules are learned unconsciously
13. Communication Accommodation Theory (CAT) was developed in the context of intercultural communication in the 1970s. Which of the following is not an assumption of CAT?
- A. Communication interactions are independent of the context
 - B. Communication is both about exchange of meaning and negotiation of identities
 - C. Interactants can regulate their communication during the communication process
 - D. Interactants can achieve the relational functions of communication through discursive means

14. People in Asian cultures are more likely to adopt a nonconfrontational communication style when resolving a conflict. This illustrates the relationship between:

- A. Communication style and personality characteristics
- B. Communication style and values
- C. Communication style and intensity of conflict
- D. Communication style and gender

15. Where and how far away to stand when we talk to others is an example of how culture teaches us:

- A. Beliefs
- B. Roles
- C. History
- D. Superstition

Q2	Shannon Weaver's model, Harold Lasswell's model, Westley and MacLean's model, Wilbur Schramm's model this four models gives us communication messages which are that explain in just one or two line . (drown all the models)	15marks
	Or	
Q2	Write barriers and types of communication	15 marks
Q3	Write story on "suspense, drama and romance "	15 marks
	Or	
Q3	 <p>see the bellow image and write description of image and make short story out of it (250words)</p>	15 marks
Q4	'If XYZ person wants to be Chief minister , he need a good team' why media says this. Explain in brief with use of communication	15 marks
Q4	What is communication research? Why is it important in media? explain in brief	15 marks

