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SARDAR PATEL UNIVERSITY

MARCH/APRIL – 2016

B.A. (ADVANCED), II – SEMESTER (CBCS) (REG. & NC)
(ENGLISH MEDIUM)

UA02CEJM06: PRINCIPLES OF MASS COMMUNICATION-II

DAY AND DATE: MONDAY, APRIL 04, 2016

TIME: 10.30AM-12.30PM

TOTAL MARKS: 60

Q: 1 Multiple Choice Questions (Attempt all)

15

1. The theory based on the study of understanding, especially through the systematic-interpretation of actions or texts is known as,
a. Post positivist b. Critical c. Hermeneutic d. Normative
2. The dominant perspective on media and society that emerged during which century has come to be referred to as "Mass Society Theory"
a. 17th b. 18th c. 19th d. 20th
3. Who published "Public Opinion and American Democracy"?
a. Joseph McCarthy b. Karl Marx c. Bernard Berelson d. VO Key
4. Who promoted "Red Scare"?
a. Karl Marx b. Joseph McCarthy c. Bernard Berelson d. VO Key
5. Is there any link between "The Yellow Kid" comic strips and Yellow Journalism?
a. Yes b. False
6. Oligopoly=Monopoly
a. True b. False
7. Gesellschaft= Folk Community
a. True b. False
8. The Propaganda fide was originally founded in an effort to suppress the Protestant-Reformation.
a. True b. False
9. Which normative theory advocates media support for cultural pluralism at a grassroots level?
a. Development concept b. Democratic-participation
c. Traditional media approach d. Communism concepts

10. Who proclaimed media to be the extensions of man and argued that media quite literally extend sight, hearing and touch through time and space?

a. Everett Rogers b. Lewis Mumford c. Marshal McLuhan d. James Carey

11. The term refer to the social ties that bind modern social orders together is called,

a. Mechanical solidarity b. Organic solidarity c. Propaganda d. None of these

12. George Gerbner has developed Cultivation Theory.

a. True b. False

13. Communist Media Theory is also known as Soviet Media Theory

a. True b. False

14. The theory is derived from Saussure's and Peirce's studies of signs and meaning and their relation to culture, people, and objects is known as,

a. Hegemony Theory b. Culture and Semiotic Theory
c. Political and Economic Theory d. None of these

15. Siebert is associated with 'Libertarian Theory'

a. True b. False

Q: 2 Barack Obama's visit to Cuba as real end of Cold War or Authoritarian Regime.

Explain this recent political phenomena using Mass Communication Theories **15**

OR

Q: 2 'JNU events signal culture of authoritarian menace': Explain critically **15**

Q: 3 Explain Sociological theories of Mass Communication **15**

OR

Q: 3 Explain Personal Influence Theory citing some examples **15**

Q: 4 Short Notes (Attempt Any Two) **15**

1. Rise of Yellow Journalism

2. Organic Solidarity

3. Origin of Propaganda

X=X=X