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Total No. of pages: 02

SARDAR PATEL UNIVERSITY
BA (ADVANCED ENGLISH MEDIUM) (NC) .II SEMESTER
UA02CEJM06: PRINCIPLES OF MASS COMMUNICATION-II
TUESDAY, OCTOBER 18, 2016

TIME: 02.00 PM TO 04.00 PM

TOTAL MARKS: 60

Q: 1 Multiple choice questions

15

1. People occupying privileged positions in the social system are called,
a. Politicians b. Poor c. Elites d. Intellectuals
2. Rabble, the uncouth, illiterate and uncultured lot-These words usually associated with,
a. Class b. Mass c. Caste d. Creed
3. Which theory arose in opposition to authoritarian theory?
a. Soviet-Communist b. Development c. Democratic d. Libertarianism
4. Which era of the Mass communication theory challenged the Mass society theory?
a. Era of Limited-effects
b. Emergence of a scientific perspective
c. Cultural Criticism
d. None of the above
5. Authoritarian concept describing/advocating,
a. A system in which media are used in service of revolution
b. The complete domination of media by a government
c. Media support for cultural pluralism at a grass-root levels
d. Media to work in partnership to ensure that media assist in the planned beneficial development of the country
6. Name the Sociologist who compared folk communities to machines in which people were little more than cogs
a. Emile Durkheim b. Marshall McLuhan c. Paul Lazarsfeld d. Herold Innis
7. A transformation from one organizing theoretical perspective to another is called,
a. Paradigm b. Paradigm shift c. Transformation d. Behavioral Change
8. The idea that people tend to remember best and longest that are most meaningful to them is called
a. Selective exposure b. Selective retention c. Selective perception d. None of these
9. People who screen media messages and pass on those messages that helps others share their views are known as,
a. Gatekeepers b. Opinion Leaders c. Opportunist d. Communist
10. The idea that people consciously and unconsciously work to preserve their existing views is called
a. Individual differences b. Cognitive consistency
c. Cognitive dissonance d. None of these
11. In which state the first post-independence "Press censorship" imposed?
a. West-Bengal b. Orissa c. Bihar d. Gujarat

(P.T.O.)

12. Name the term that used to refer the idea that 'Government shall allow business to operate freely and without official intrusion'
- Lazarsfeld's doctrine
 - Kurtz concept
 - McLuhan doctrine
 - Laissez-faire doctrine
13. "Global Village" the term first used by
- Herold Innis
 - Fred Siebert
 - Wilbur Schramm
 - Marshall McLuhan
14. Marshal McLuhan considered "Telephone" as,
- Hot medium
 - Cool medium
 - Dry medium
 - Blind medium
15. According to Agenda-setting theory,
- The mass media always set the agenda for people
 - The audience and the mass media have different agendas
 - The mass media influence the audience and over a period of time make the audience prioritize the issue/problems etc, in accordance with the mass media
 - None of the above

Q2 Explain 4 Era's mass communication theory 15

OR

Q2 Explain Paul Lazarsfeld's "Limited-effect theory"

Q3 Apply two-step flow model for Jan Dhan Yojana implemented by the Union Government. 15

OR

Q3 Discuss Marshal McLuhan's Understanding Mass media

Q4 Short Notes (Attempt any two) 15

- Selective perception
- Free press theory
- Social responsibility theory
- Bullet theory

