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SEAT No. _____

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SARDAR PATEL UNIVERSITY

B.A. (ADVANCED), SEMESTER -2 (CBCS) REG. & NC (Eng. Medium), March / April 2018

UA02CEJM06: Principles of Mass Communication -II

Date: 5-04-2018

Day: Thursday

Time: 10 am to 12 pm

Total Marks: 60

Q: 1 Multiple Choice Questions (Attempt all)**15 Marks**

1. Attitude Change Theory argues that although same messages are delivered to masses by media, each individual receives and interprets the media messages in a different way.
 - a. True
 - b. False
2. Durkheim compared _____ communities to machines in which people were little more than Cogs.
 - a. Modern
 - b. Folk
 - c. Liberal
 - d. None of the specified
3. _____ is a normative theory that sees people as good and rational and able to judge good ideas from bad.
 - a. Libertarianism
 - b. Authoritarianism
 - c. Social Responsibility
 - d. Technocratic
4. According to Mass Society Theory, the media are malignant (evil), cancerous force within society and must be purged or totally restricted.
 - a. True
 - b. False
5. Democratic Participant Theory advocates _____.
 - a. Pluralism
 - b. Decentralization of media
 - c. Horizontal communication against top-down
 - d. All the specified
6. When any information is conflicting with the existing opinions or attitudes of an individual, it is called as _____.
 - a. Cognitive Dissonance
 - b. Cognitive retention
 - c. Cognitive Perception
 - d. None
7. The term "Medium is the Message (Mass-age)" is outlined by _____.
 - a. Fred Siebert
 - b. Theodore Peterson
 - c. Marshall MacLuhan
 - d. Laswell
8. The name Bennett Coleman Company Limited is associated with _____.
 - a. Deccan Chronicle
 - b. The Hindu
 - c. The Times of India
 - d. Dainik Bhaskar
9. Mass media is a form of communication that involves complex technologies like printing technology, satellites digital networks, management structure, marketing chain etc.
 - a. True
 - b. False
10. The idea that messages pass from the media, through opinion leaders, to opinion followers is _____.
 - a. Two-step flow theory
 - b. Agenda setting theory
 - c. Magic bullet theory
 - d. Reinforcement Theory
11. Payne Fund Studies was conducted on the influence of cinema to prove the _____ Effects Paradigm.
 - a. Dominant Effects
 - b. Limited Effects
 - c. Cumulative Effects
 - d. None of the specified

(P.T.O)

12. _____ theory is grounded in the context that the media and their audiences should be studied in the context of larger social systems.
- a. Reinforcement Theory b. Uses and Gratification Theory
c. Media Dependency Theory c. Cultivation Theory
13. _____ is a term coined by George Gerbner to describe a phenomenon whereby violence-related content of mass media makes viewers believe that the world is more dangerous than it actually is.
- a. Fearful World Syndrome b. Mean World Syndrome
c. Aggressive World Syndrome d. Spoiled-brat Syndrome
14. Yellow Journalism gives the audience legitimate, well researched and unbiased news.
- a. True b. False
15. _____ is a journalistic practice of actively engaging audience members in reporting important public issues.
- a. Yellow Journalism b. Conflict Journalism
c. Civic Journalism d. Development Journalism

Section II:

Q2. a. Mechanical and Organic solidarity b. Attitude Change Theory c. Theoretical assumptions of Mass Society Theory. (5+5+5 = 15 Marks)

(Or)

Q2. Critically discuss various normative theories of press / media to understand the use and responsibilities of media in the existing political system. (15 Marks)

Q3. Delineate in detail the four eras of mass communication theories with examples. (15 Marks)

(Or)

Q3. In the context of Reliance takeover of Network 18, discuss in detail the various issues and hidden problems of media ownerships in India. Each issue and argument should be substantiated with suitable examples. (15 Marks)

Q3. Answer any two of the following. Each question carries 7.5 marks.

- a. Agenda Setting Theory.
b. Bias of Communication.
c. Uses and Gratification Theory.

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